

## **KPBS DOCUMENTS PRODUCED IN RESPONSE TO CALIFORNIA PUBLIC RECORDS ACT**

The following documents are in response to a California Public Records Act request made by San Diego City Attorney Michael Aguirre. The request originated from a member of the public concerned about public dollars that support certain programming, as well as articles that were published in the news media.

According to their most recent financial statement, KPBS is a Department of San Diego State University, a public university; therefore, KPBS is covered under the California Public Records Act.

September 13, 2007

STEVEN LASTOMIRSKY  
DEPUTY CITY ATTORNEY

OFFICE OF  
THE CITY ATTORNEY  
CITY OF SAN DIEGO  
  
MICHAEL J. AGUIRRE  
CITY ATTORNEY

CIVIL DIVISION  
1200 THIRD AVENUE, SUITE 1100  
SAN DIEGO, CALIFORNIA 92101-4178  
TELEPHONE (619) 533-5800  
FAX (619) 533-5856

August 24, 2007

Mr. Douglas Myrland  
Station Manager  
KPBS TV/FM  
5200 Campanile Drive  
San Diego, CA 92182

Dear Mr. Myrland:

*Public Records Act Request—Records Related to Cancellation of "Full Focus"*

Pursuant to the California Public Records Act, California Government Code section 6250 et seq., we request that you make the following records available for inspection and copying:

1. Any and all e-mails, documents and other public records of KPBS' board members, officers, or employees related to the decision to cancel the KPBS program "Full Focus."

Please make a determination on this request within 10 days of your receipt of it, or earlier, if you can make that determination without having to review the records in question. If you determine that any or all of the information is exempt from disclosure, we request that: (1) you exercise your discretion to disclose some or all of the records notwithstanding the exemption; and (2) with respect to records containing both exempt and non-exempt content, you redact the exempt content and disclose the rest. If you need any clarification that will help expedite your response to this request, please contact me at (619) 533-5800.

Sincerely yours,

MICHAEL J. AGUIRRE, City Attorney

By



Steven R. Lastomirsky  
Deputy City Attorney

SL:sc

STEVEN LASTOMIRSKY  
DEPUTY CITY ATTORNEY

OFFICE OF  
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CITY OF SAN DIEGO  
**MICHAEL J. AGUIRRE**  
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TELEPHONE (619) 533-5800  
FAX (619) 533-5856

August 29, 2007

**Via U.S. Certified Mail, Return Receipt**

Mr. Stephen L. Weber  
Office of the President  
San Diego State University  
5500 Campanile Drive  
San Diego, CA 92182-8000

Dear Mr. Weber:

*Public Records Act Request—Records Related to Cancellation of KPBS Program "Full Focus"*

Pursuant to the California Public Records Act, California Government Code section 6250 et seq., we request that you make the following records available for inspection and copying:

1. Any and all e-mails, documents and other public records related to the decision to cancel the KPBS program "Full Focus."
2. Any and all e-mails, documents and other public records related to the selection of participants on the KPBS program "Editors Roundtable" program during 2006 and 2007.
3. Any and all e-mails, documents and other public records from 2006 and 2007 between yourself or any other San Diego State University employee and KPBS.

Please make a determination on this request within 10 days of your receipt of it, or earlier, if you can make that determination without having to review the records in question. If you determine that any or all of the information is exempt from disclosure, we request that: (1) you exercise your discretion to disclose some or all of the records notwithstanding the exemption; and (2) with respect to records containing both exempt and non-exempt content, you redact the exempt content and disclose the rest. If you need any clarification that will help expedite your response to this request, please contact me at (619) 533-5800.

Sincerely yours,

MICHAEL J. AGUIRRE, City Attorney

By



Steven R. Lastomirsky  
Deputy City Attorney

cc: Michael J. Aguirre, City Attorney

STEVEN LASTOMIRSKY  
DEPUTY CITY ATTORNEY

OFFICE OF  
THE CITY ATTORNEY  
CITY OF SAN DIEGO  
  
MICHAEL J. AGUIRRE  
CITY ATTORNEY

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1200 THIRD AVENUE, SUITE 1100  
SAN DIEGO, CALIFORNIA 92101-4178  
TELEPHONE (619) 533-5800  
FAX (619) 533-5856

August 29, 2007

*Via U.S. Certified Mail, Return Receipt*

Mr. Douglas Myrland  
General Manager  
KPBS TV/FM  
5200 Campanile Drive  
San Diego, CA 92182

Dear Mr. Myrland:

*Public Records Act Request—Records Related to Cancellation of “Full Focus”*


Pursuant to the California Public Records Act, California Government Code section 6250 et seq., we request that you make the following records available for inspection and copying:

1. Any and all e-mails, documents and other public records related to the selection of participants on the “Editors Roundtable” program during 2006 and 2007, including any and all e-mails, contracts, documents and other public records between KPBS’ board members, officers, or employees and Channel 4 San Diego regarding the selection of such participants.
2. Any and all e-mails, documents or other public records listing or otherwise documenting the twenty largest donors to KPBS during both the 2006 fiscal year and the 2007 fiscal year (to the current date).
3. Any and all e-mails, documents and other public records describing or otherwise related to any fee that Channel 4 San Diego pays to KPBS for rights to air the “Editors Roundtable” program.

Please make a determination on this request within 10 days of your receipt of it, or earlier, if you can make that determination without having to review the records in question. If you determine that any or all of the information is exempt from disclosure, we request that: (1) you exercise your discretion to disclose some or all of the records notwithstanding the exemption; and (2) with respect to records containing both exempt and non-exempt content, you redact the exempt content and disclose the rest. If you need any clarification that will help expedite your response to this request, please contact me at (619) 533-5800.

Sincerely yours,

MICHAEL J. AGUIRRE, City Attorney

By   
Steven R. Lastomirsky  
Deputy City Attorney

cc: Michael J. Aguirre, City Attorney

STEVEN LASTOMIRSKY  
DEPUTY CITY ATTORNEY

OFFICE OF  
**THE CITY ATTORNEY**  
CITY OF SAN DIEGO

**MICHAEL J. AGUIRRE**

CITY ATTORNEY

CIVIL DIVISION  
1200 THIRD AVENUE, SUITE 1100  
SAN DIEGO, CALIFORNIA 92101-4100  
TELEPHONE (619) 533-5800  
FAX (619) 533-5856

September 11, 2007

**Via U.S. Certified Mail, Return Receipt**

Mr. Douglas Myrland  
General Manager  
KPBS TV/FM  
5200 Campanile Drive  
San Diego, CA 92182

Dear Mr. Myrland:

*Public Records Act Request—Records Related to Cancellation of “Full Focus”*

This public records request is designed to substantiate the representations that KPBS made to the public concerning cancellation of the program “Full Focus.” In the August 1, 2007 KPBS press release announcing the cancellation, you stated “It’s important that we spend our financial resources wisely and while [Full Focus] had elements of success in the past, trends indicate [its] future potential for audience and revenue growth is minimal.” An email dated August 1, 2007 from Nancy Worlie to KPBS staff states that “Full Focus” “has not attracted sufficient audience and only one outside funding source, covering just 15% of the program’s expenses.” Accordingly, pursuant to the California Public Records Act, California Government Code section 6250 et seq., we request that you make the following records available for inspection and copying:

1. Any and all e-mails, documents and other public records that would substantiate the comments quoted above, including: a) ratings data for the KPBS program “Full Focus” during each ratings period of the years 2005, 2006 and 2007, b) polls KPBS used to gauge audience support of its program “Full Focus” during the years 2006 and 2007, c) information about the cost of producing the KPBS program “Full Focus” during the years 2006 and 2007 and d) information about funding sources (grants, contributions, etc.) for the KPBS program “Full Focus” during the years 2006 and 2007.

Please make a determination on this request within 10 days of your receipt of it, or earlier, if you can make that determination without having to review the records in question. If you determine that any or all of the information is exempt from disclosure, we request that: (1) you exercise your discretion to disclose some or all of the records notwithstanding the exemption; and (2) with respect to records containing both exempt and non-exempt content, you redact the exempt content and disclose the rest. If you need any clarification that will help expedite your response to this request, please contact me at (619) 533-5800.

Sincerely yours,

MICHAEL J. AGUIRRE, City Attorney

By



Steven R. Lastomirsky  
Deputy City Attorney

cc: Michael J. Aguirre



SAN DIEGO STATE  
UNIVERSITY

Business and Financial Affairs  
San Diego State University  
500 Campanile Drive  
San Diego CA 92182-1620  
Tel: 619 - 594-6018  
Fax: 619 - 594 - 6022  
ifa.sdsu.edu/ps/

Michel Thaler  
Associate Vice President  
Administration

September 4, 2007

Mike Aguirre, Esq.  
Office of the City Attorney  
1200 Third Avenue, Suite 1100  
San Diego, CA 92101

Reference: California Public Records Act Request

Dear Mr. Aguirre:

In response to your request for any and all emails, documents and other public records of KPBS board members, officers, or employees related to the decision to cancel the KPBS program "Full Focus," we have compiled 126 pages of documents. The cost for photocopying at 20 cents per page is \$25.20 plus postage of \$3.00. Upon receipt of a check made out to San Diego State University in the amount of \$28.20, the documents will be mailed to you.

Please do not hesitate to call me at (619) 594-5631 if you have questions.

Sincerely,

Nance Lakdawala  
Executive Assistant to the Vice President

SR:nl

STEVEN LASTOMIRSKY  
DEPUTY CITY ATTORNEY

OFFICE OF  
THE CITY ATTORNEY  
CITY OF SAN DIEGO  
  
MICHAEL J. AGUIRRE  
CITY ATTORNEY

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August 24, 2007

Mr. Douglas Myrland  
Station Manager  
KPBS TV/FM  
5200 Campanile Drive  
San Diego, CA 92182

Dear Mr. Myrland:

*Public Records Act Request—Records Related to Cancellation of "Full Focus"*


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1. Any and all e-mails, documents and other public records of KPBS' board members, officers, or employees related to the decision to cancel the KPBS program "Full Focus."

Please make a determination on this request within 10 days of your receipt of it, or earlier, if you can make that determination without having to review the records in question. If you determine that any or all of the information is exempt from disclosure, we request that: (1) you exercise your discretion to disclose some or all of the records notwithstanding the exemption; and (2) with respect to records containing both exempt and non-exempt content, you redact the exempt content and disclose the rest. If you need any clarification that will help expedite your response to this request, please contact me at (619) 533-5800.

Sincerely yours,

MICHAEL J. AGUIRRE, City Attorney

By   
Steven R. Lastomirsky  
Deputy City Attorney

SL:sc

Subject: FW: News and Notes for September  
Date: Tue, 28 Aug 2007 14:48:08 -0700  
Read-Topic: News and Notes for September  
Read-index: AcfVSpPtTmuScNFdT/qauGjNY1z1zgAAZKRgAiOyV9AC+Ii4gA==  
From: "Tom Karlo" <tkarlo@kpbs.org>  
To: "Nance Lakdawala" <nlakdawa@mail.sdsu.edu>  
OriginalArrivalTime: 28 Aug 2007 21:48:14.0269 (UTC) FILETIME=[22A52ED0:01C7E9BD]  
Proofpoint-Virus-Version: vendor=fsecure engine=4.65.5502:2.3.11,1.2.37,4.0.164 definitions=2007-08-  
\_09:2007-08-28,2007-08-28,2007-08-28 signatures=0  
Proofpoint-Spam-Details: rule=notspam policy=default score=0 spamscore=0 ipscore=0 phishscore=0  
mxscore=0 adultscore=0 classifier=spam adjust=0 reason=mlx engine=3.1.0-0708090000 definitions=main-  
08280061  
Linkmail-Status: score=10/56, host=razorgw1.sdsu.edu  
Linkmail-SD-Raw: score=unknown,  
refid=string=0001.0A090205.46D4981E.0182:SCJSTAT868691,ss=1,fgs=0,  
ip=130.191.74.26,  
so=2006-12-09 10:45:40,  
dmn=5.3.14/2007-05-31

There is one more email  
in

From: Lani Kian  
Date: Monday, August 13, 2007 11:52 AM  
To: Deanna Mackey  
Subject: FW: News and Notes for September

Thanks like we're covered for page 3.

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From: Nancy Worlie  
Date: Thursday, August 02, 2007 2:29 PM  
To: Lani Kian; Antonio Zuniga  
Subject: FW: News and Notes for September

I'm signed off... it's about 150 words... let me know if you can squeeze this in...

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From: Doug Myrland  
Date: Thu 8/2/2007 2:21 PM  
To: Nancy Worlie  
Subject: Re: News and Notes for September

Thanks good--Doug

We found some space in the September issue to squeeze a short description on the program cancellations. Does this look  
OK to you?

News and Notes - September 2007

Forwarded for Nance Lakdawala <nlakdawa@mail.sdsu.edu>

8/28/2007



PBS recently announced the cancellation of "Full Focus" on KPBS-TV and "A Way with Words" on KPBS 89.5 FM. The new fiscal year forced KPBS management to closely examine each program and project within the KPBS organization.

It's important that we spend our financial resources wisely and while both activities had elements of success in the past, the numbers indicate their future potential for audience and revenue growth is minimal," said KPBS General Manager Doug Myrland.

Producing local programming remains a fundamental part of our mission," said Myrland. "But we need to reassess and find other program offerings that will have a broader impact on the local community."

The "Nightly Business Report" will replace "Full Focus" weekdays at 6:30 p.m. on KPBS-TV. KPBS 89.5 FM will continue to air archives of "A Way with Words" on Saturdays and Sundays through the fall. Archives of both programs will continue to be available online at [kpbs.org](http://kpbs.org).

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:18 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: Meeting w/ Full Focus staff next Wed  
Date: Thu, 26 Jul 2007 10:40:44 -0700  
Thread-Topic: Meeting w/ Full Focus staff next Wed  
thread-index: AcfPqohscux2xDaMRs6BOb6mEoCICgAAUUqg  
From:  
To: "Doug Myrland" <dmyrland@kpbs.org>,  
"Marta Dukes" <Mdukes@foundation.sdsu.edu>

Here's what I plan to do in terms of scheduling the meetings:

Wed Aug 1:

8:30 -

9 -

9:30 -

10 -

10:30 -

11 -

11:30 -

noon -

I'll let you know if this changes.

Also, I'd plan to take a vacation day tomorrow (boy, do I need it!), so I won't be in the office. But if you need to reach me, my cell is

---

**From:** Doug Myrland  
**Sent:** Thursday, July 26, 2007 10:33 AM  
**To:** Marta Dukes  
**Subject:** Re: Meeting w/ Full Focus staff next Wed

Hi Doug and Marta,

Though I know it will be hard for me to face my staff regarding this decision, I would like to sit in on the meetings next Wednesday.

I think that's the right thing to do.

One thing I'm concerned about in terms of scheduling the meetings is that everyone sits in close proximity - if we talk to and returns to desk, will know something serious is happening, etc. So I'm not sure how to schedule the meetings so that it is not chaotic? Or do we just do it and what happens happens?

No avoiding some chaos and interaction. Just have to do it.

How long should I schedule the meetings for - 1 hour just in case?

one half hour each should be plenty.

And where should I tell them we'd like to meet?

I have reserved the Parker Board Room all day.

*Full Focus* Executive Producer

KPBS TV

5200 Campanile Drive

San Diego, CA 92119

#619 594-5734

***Watch Full Focus weeknights at 6:30 & 11 pm***

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:18 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: KPBS 2007 lay off severance.xls  
Date: Thu, 26 Jul 2007 11:49:14 -0700  
Thread-Topic: KPBS 2007 lay off severance.xls  
thread-index: AcfPtamoQ5/VbXAETmmm0MINDfBCaw==  
From: "Marta Dukes" <Mdukes@foundation.sdsu.edu>  
To: "Doug Myrland" <dmyrland@kpbs.org>,  
"Tom Karlo" <tkarlo@kpbs.org>  
Cc: "Dianne Lovell" <Dlovell@foundation.sdsu.edu>

Doug and Tom,

Attached is an updated spreadsheet with the revised severance schedule. I left \_\_\_\_\_ in the spreadsheet since \_\_\_\_\_ has not made a final decision on the position you are offering \_\_\_\_\_.

Please let me know if you have any questions.

Marta

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:18 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: updated memo  
Date: Thu, 26 Jul 2007 12:02:28 -0700  
Thread-Topic: updated memo  
thread-index: AcfPt4KfusPanzK/RdWmTWLSebiazg==  
From: "Deanna Mackey" <dmackey@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

Hi Doug:

Here is the updated memo to Dianne.

Let me know if you need any changes and if you want me to send it to her directly.

**To:** Dianne Lovell  
**CC:**  
**From:** Doug Myrland  
**Date:** August 28, 2007  
**Re:** Staff Reorganization

The four senior KPBS managers ( Doug Myrland, Deanna Mackey, Stephanie Bergsma and Tom Karlo) conduct monthly reviews of finance and station activities, tracking projected and actual revenue and expense. These informal meetings are also used to assess performance of various activities using non-financial measures, such as radio and television ratings, comparative data from other stations, and assessment of how personnel are deployed.

The most comprehensive of these management discussions occurs at the very beginning of the fiscal year and includes the first revision of the budget approved in the previous April or May. This assessment and budget revision is important because management has final financial information from the fiscal year just ended, and can add that information to 5-year trend data. Also, any changes in activities or projects are appropriately made in this first budget revision, so that any impact on the budget can be predicted for the entire fiscal year.

KPBS management held their budget and assessment meeting for FY '08 on Friday, July 20. Included in the discussion was a comprehensive review of projected revenue and expense, including new expense items and new revenue activities. A balanced budget was submitted in May, and this first revision takes into account new information about trends and final figures from the fiscal year just ended, and includes revisions to keep the budget balanced. Once sound projections were agreed on, the process of setting priorities and balancing the budget was undertaken.

During that process management agreed that two KPBS activities were more expensive than appropriate, and further determined that eliminating those activities would allow all other station priorities to be funded at appropriate levels in the new fiscal year. Both activities had elements of success in the past, but trends indicated their future potential was bleak.

Management determined that the radio program, *A Way With Words*, was a level of magnitude more expensive than any other local production, and was not likely to achieve outside funding, despite almost 8 years of attempts. The station has made several attempts to receive support to make the program a national offering, but last year such support was denied by both the Corporation for Public Broadcasting and National Public Radio. Although the program attracts an acceptably sized local audience, substantially more investment would be needed to market the program nationally without outside funding.

Management decided that would be a risky investment and not appropriate given competing priorities and the success of more efficient activities and programs with more impact on the local audience. It was determined that the program production should be stopped, because further annual investment of such a sizeable amount (\$250,000) for a weekly one-hour program was no longer justifiable based on the hope that it might some day become a national program.

KPBS management further decided that the daily local television program, *Full Focus*, was no longer an appropriate activity to undertake. Despite five years of investment and hundreds of broadcasts, the program has failed to attract even a minimally acceptable audience and only one outside funding source which covered just 15% of the program's expenses. While producing local television programs is a fundamental part of our mission, after five years of marginal performance it is obvious that we need to reassess and find other program offerings. While the program is on daily, resulting in many hours produced each year, the cost for those hours of programming (when measured along with the small audience) made the cost per viewer reached very high compared to other programs on KPBS-TV. Again, given competing, more efficient and effective activities, management decided to stop the production as soon as possible.

Eliminating these two local programs will result in eliminating positions for staff assigned to the programs. Some personnel, given their versatility and the ongoing needs of other areas of the stations, can be reassigned. A few people not directly assigned to those programs spend a majority of their time providing production support to those programs, and those jobs can be eliminated as well.

Three full time people are assigned to *A Way With Words*. One of those people, \_\_\_\_\_ has a multi-part assignment including work for the web and for our radio station. \_\_\_\_\_ is a highly qualified video editor and producer, so can continue current work for the web and radio, and spend the remainder of \_\_\_\_\_ time working on projects in production services, programming and marketing that would otherwise be performed by free-lance or temporary help. \_\_\_\_\_ producer/host, and \_\_\_\_\_ producer, will not be reassigned and their positions will be eliminated.

Four full time people currently assigned to *Full Focus* can be reassigned or continue in their current roles. \_\_\_\_\_ is a reporter currently assigned to *Full Focus* who can continue to do investigative reporting for KPBS, including for radio, the web and for future video projects. KPBS has secured funding for this activity and we anticipate no change in \_\_\_\_\_ classification or basic duties as a reporter. \_\_\_\_\_ was employed as a writer and radio reporter for several years and is qualified to work in all the different media.

Additionally, both \_\_\_\_\_ and \_\_\_\_\_ are versatile video editor/videographers and we have many projects in video production services where they can be productively tasked. They will perform duties that would otherwise be assigned to free-lance or temporary help, and will undertake duties that cannot be performed by less versatile staff, whose jobs are being eliminated. Executive Producer \_\_\_\_\_ will be reassigned to the role of senior producer of our daily radio call-in program, *These Days*.



skills at producing a daily TV show will transfer seamlessly to this position which is currently open and we need to fill.

Several *Full Focus* positions will be eliminated, including those of producer and managing editor. Three hourly positions will also be eliminated.

Those are reporter, reporter, and producer.

Note that also works on an hourly basis reporting for KPBS radio, and we assume that assignment will continue.

has previously agreed to leave *Full Focus* and perform a variety of duties at KPBS and we do not anticipate any change in that assignment.

Eliminating the *Full Focus* project and reassigning some of the personnel also has an effect on the production and operations activities at KPBS. *Full Focus* is a daily production, so some operations staff have been primarily assigned to executing that program and their positions will also be eliminated. Because the scheduling and crew assignment duties of will no longer be needed, position will be eliminated. Director and on-line editor position is also eliminated because work as a director on *Full Focus* is no longer needed, and there is diminishing need for on line editing work, given the off-line editing capabilities of numerous other staff. Videographer position is eliminated because we no longer need to work on Full Focus and our overall needs now do not include a full time position assigned to only shoot video. Again, other staff who have both editing and video image acquisitions skills can do this work. Chyron operator position is also eliminated, because most production graphics are generated in other ways, and with the elimination of *Full Focus* there is no longer a daily need for a Chyron operator.

KPBS management is committed to creating local content for our listeners, viewers and online visitors that serves a growing audience and has an impact on the San Diego community. The cancellation of these programs provides an opportunity for management and programming staff to reassess what type of new content has growth potential and best serves our audiences' expectation for insightful, engaging programs.

**Tom Karlo**

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**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:19 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: Meeting w/ Full Focus staff next Wed  
Date: Thu, 26 Jul 2007 13:00:33 -0700  
Thread-Topic: Meeting w/ Full Focus staff next Wed  
thread-index: AcfPvhwlfRhMiKeVS5WpXFJf9vg/qwAASVaw  
From: "Marta Dukes" <Mdukes@foundation.sdsu.edu>  
To: "Doug Myrland" <dmyrland@kpbs.org>

Oh, yes 4 operations people - you are right. I was hoping you would say that. I would also prefer to keep going.

Marta

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**From:** Doug Myrland  
**Sent:** Thursday, July 26, 2007 12:53 PM  
**To:** Marta Dukes  
**Subject:** RE: Meeting w/ Full Focus staff next Wed

I would prefer to keep going--but if you need the break, please say so--and I think it is 4 ops people. DM

Doug,

Do you want to break for lunch and then take care of the 3 remaining operations people or do you want to just keep going until they are all done?

I'm planning on having their separation packets and severance agreements available for them at the meeting.

Marta

---

**From:**

**Sent:** Thursday, July 26, 2007 10:41 AM

**To:** Doug Myrland; Marta Dukes

**Subject:** RE: Meeting w/ Full Focus staff next Wed

Here's what I plan to do in terms of scheduling the meetings:

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9 -

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I'll let you know if this changes.

Also, I'd plan to take a vacation day tomorrow (boy, do I need it!), so I won't be in the office. But if you need to reach me, my cell is

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8/28/2007

**From:** Doug Myrland  
**Sent:** Thursday, July 26, 2007 10:33 AM  
**To:** Marta Dukes  
**Subject:** Re: Meeting w/ Full Focus staff next Wed

Hi Doug and Marta,

Though I know it will be hard for me to face my staff regarding this decision, I would like to sit in on the meetings next Wednesday.

I think that's the right thing to do.

One thing I'm concerned about in terms of scheduling the meetings is that everyone sits in close proximity - if we talk to [redacted] and [redacted] returns to [redacted] desk, [redacted] will know something serious is happening, etc. So I'm not sure how to schedule the meetings so that it is not chaotic? Or do we just do it and what happens happens?

No avoiding some chaos and interaction. Just have to do it.

How long should I schedule the meetings for - 1 hour just in case?

one half hour each should be plenty.

And where should I tell them we'd like to meet?

I have reserved the Parker Board Room all day.

*Full Focus* Executive Producer

KPBS TV

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#619 594-5734

***Watch Full Focus weeknights at 6:30 & 11 pm***

8

**Tom Karlo**

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:20 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: \_\_\_\_\_  
Date: Thu, 26 Jul 2007 13:59:26 -0700  
Thread-Topic: \_\_\_\_\_  
thread-index: AcfPxTo8oo1THoHrRLq0gnN8QR843gAAm9Ag  
From: "Dianne Lovell" <Dlovell@foundation.sdsu.edu>  
To: "Tom Karlo" <tkarlo@kpbs.org>,  
"Marta Dukes" <Mdukes@foundation.sdsu.edu>  
Cc: "Doug Myrland" <dmyrland@kpbs.org>

Since \_\_\_\_\_ has chosen not to accept the position being offered to \_\_\_\_\_ yet, I think we need to keep \_\_\_\_\_ there and if \_\_\_\_\_ chooses the new job, then take \_\_\_\_\_ out. But we need to proceed with \_\_\_\_\_ on the list so that we are prepared in case \_\_\_\_\_ doesn't accept the offer.

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**From:** Tom Karlo  
**Sent:** Thursday, July 26, 2007 1:41 PM  
**To:** Marta Dukes  
**Cc:** Dianne Lovell; Doug Myrland  
**Subject:** \_\_\_\_\_

Marta

Doug and I discussed and we want to take \_\_\_\_\_, name out of the severance spreadsheet.

Thanks

Tom

Tom Karlo

Associate General Manager

Business, Finance & Operations

619 594 2490

[tkarlo@kpbs.org](mailto:tkarlo@kpbs.org)

5200 Campanile Dr.

**Tom Karlo**

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:21 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: Meeting requested by Doug to discuss FY 08 priorities  
Date: Thu, 26 Jul 2007 18:31:30 -0700  
Thread-Topic: Meeting requested by Doug to discuss FY 08 priorities  
thread-index: AcfP7duWWuO+Y1DQRM+RdxHUh7BUdQAAAAGA  
From: "Jennifer Bagg" <jbagg@kpbs.org>  
To: "Keith York" <kyork@kpbs.org>,  
"Tammy Carpowich" <tcarpowich@kpbs.org>,  
"Bruce Rogow" <brogow@kpbs.org>,  
"Leon Messenie" <lmessenie@kpbs.org>,  
"Monica Medina" <mmedina@kpbs.org>,  
"Charlotte Albergetis" <calbergetis@kpbs.org>,  
"Jeffrey Wergeles" <jwergeles@kpbs.org>,  
"Nancy Worlie" <nworlie@kpbs.org>,  
"John Decker" <jdecker@kpbs.org>,  
"Michael Marcotte" <mmarcotte@kpbs.org>,  
"Doug Myrland" <dmyrland@kpbs.org>

When: Thursday, August 02, 2007 10:00 AM-11:00 AM (GMT-08:00) Pacific Time (US & Canada).  
Where: Parker Boardroom

\*~\*~\*~\*~\*~\*~\*~\*~\*~\*

Doug has requested the Exec Director's convene to discuss FY 08 priorities. This meeting will not last more than an hour.

Microsoft Outlook Web Access:  
<https://webmail.foundation.sdsu.edu/exchange/dmyrland/Inbox/Meeting%20requested%20by%20Doug%20to%20discuss%20FY%2008%20priorities.EML?cmd=open>

Content-class: urn:content-classes:calendarmessage  
Content-Type: text/calendar;  
method=REQUEST;  
name="meeting.ics"  
Content-Transfer-Encoding: 8bit

**Tom Karlo**

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:24 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: updated staff memo  
Date: Fri, 27 Jul 2007 13:22:08 -0700  
Thread-Topic: updated staff memo  
thread-index: AcfQf0VIxhSWX1L7RXmwtJXe5v98KwADE9Sg  
From: "Tom Karlo" <tkarlo@kpbs.org>  
To: "Deanna Mackey" <dmackey@kpbs.org>,  
"Doug Myrland" <dmyrland@kpbs.org>,  
"Dianne Lovell" <Dlovell@foundation.sdsu.edu>,  
"Marta Dukes" <Mdukes@foundation.sdsu.edu>,  
"Nancy Worlie" <nworlie@kpbs.org>

I think the memo is fine. The memo mentions EAP. I would suggest not attaching the Transitions booklet. If someone needs more than the phone number, they can contact HR.

Tom Karlo

Associate General Manager

Business, Finance & Operations

619 594 2490

[tkarlo@kpbs.org](mailto:tkarlo@kpbs.org)

5200 Campanile Dr.

San Diego, CA 92182

---

**From:** Deanna Mackey  
**Sent:** Friday, July 27, 2007 11:52 AM  
**To:** Doug Myrland; Tom Karlo; Dianne Lovell; Marta Dukes; Nancy Worlie  
**Subject:** updated staff memo

Hello:

Attached is the updated staff memo which Nancy will distribute on behalf of the MC on Wednesday

8/28/2007



afternoon (Doug will let her know the appropriate time to send it).

Please give it one more read to ensure it reflects all of the information we discussed at our meeting and is complete.

Please also respond all regarding whether we want Nancy to attach the Transitions booklet that Marta emailed onto us. If we do want to include it I think I should add a line to the staff email memo referencing it.

It's pretty thorough and could be helpful but I also wonder if it doesn't introduce a lot of negativity to people's mindset.

Let me know what you think...Dianne and Marta your thoughts on the helpfulness of such a document would be useful.

Thanks,

Deanna

## Tom Karlo

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**Subject:** Meeting requested by Doug to discuss FY 08 priorities  
**Location:** Parker Boardroom  
  
**Start:** Thu 8/2/2007 10:00 AM  
**End:** Thu 8/2/2007 11:00 AM  
**Show Time As:** Tentative  
  
**Recurrence:** (none)  
  
**Meeting Status:** Not yet responded

Doug has requested the Exec Director's convene to discuss FY 08 priorities. This meeting will not last more than an hour.

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:22 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: memo, second try  
Date: Fri, 27 Jul 2007 12:09:00 -0700  
Thread-Topic: memo, second try  
thread-index: AcfQgZcfFU0RC2dBSaSBcfwAJVirw==  
From: "Deanna Mackey" <dmackey@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

Dear KPBS Staff:

Following a review of the stations' priorities and budget for FY '08 we have decided to cancel two of the station's local productions. Effective today, August 1, KPBS-TV will no longer produce *Full Focus* and KPBS-FM will no longer produce *A Way With Words*. While both activities had elements of success in the past, trends indicate their future potential for audience and revenue growth is minimal.

Over the past five years we have made a substantial and appropriate investment in local TV programming through *Full Focus* but the program has not attracted sufficient audience and only one outside funding source, covering just 15% of the program's expenses. While producing local television programs is a fundamental part of our mission, after five years we need to reassess and find other program offerings. We are committed to working with the content staff to determine what type of programming/content we'll invest in for the future. And we are committed to those activities that are seeing growth and impact on the community such as the revamping of our radio morning show in the fall.

*A Way With Words* is substantially more expensive as a weekly program than any other local production and is not likely to achieve outside funding, despite almost 8 years of attempts. KPBS has made several attempts to receive support to make *A Way With Words* a national offering, but last year such support was denied by both the Corporation for Public Broadcasting and National Public Radio. Although the program attracts an acceptably sized local audience, substantially more investment would be needed to market the program nationally without outside funding. Management decided that would be a risky investment and not appropriate given competing priorities and the success of more efficient activities and programs with more impact on the local audience. Further annual investment of such a sizeable amount for a weekly one-hour program is no longer justifiable based on the hope that it might some day become a national program.

For now, *Full Focus* will be replaced by *Nightly Business Report*. Archives of *A Way With Words* will continue in that program's time slot.

Cancelling these two programs will result in the elimination of several staff positions that worked directly for or in support of *Full Focus* and *A Way With Words*. The following staff positions will end effective August 3.

**Full Focus Staff:**

Producer \_\_\_\_\_

Managing Editor \_\_\_\_\_

Reporters \_\_\_\_\_ and \_\_\_\_\_ will continue contract work with  
KPBS-FM)

Producer \_\_\_\_\_

**A Way With Words Staff:**

Producer/Host \_\_\_\_\_

Producer \_\_\_\_\_

\_\_\_\_\_ relationship with the program also will end effective 8/3

**Production/Operations Staff:**

Scheduler \_\_\_\_\_

Director/On-line Editor \_\_\_\_\_

Videographer \_\_\_\_\_

Chyron Operator \_\_\_\_\_

Given the ongoing needs of the stations there are some personnel, who currently support these productions, who will be reassigned. \_\_\_\_\_ will transfer from producing *Full Focus* to serving as senior producer for *These Days*. Other individuals who will be reassigned include reporter \_\_\_\_\_ video editors/videographers \_\_\_\_\_ and \_\_\_\_\_ host \_\_\_\_\_ and producer/editor \_\_\_\_\_

We are thankful for the commitment these individuals have made to KPBS and proud of their work on these programs. These decisions have been difficult for all of us on the Management Council but we believe they are critical for the station's financial future and content vision. We are committed to creating local content for our listeners, viewers and online visitors that serves a growing audience and has an impact on the San Diego community. The cancellation of these programs provides an opportunity for management and programming staff to reassess what type of new content has growth potential and best serves our audiences' expectation for insightful, engaging programs.

If you have questions about these programming and staff changes you can contact Doug Myrland or Marta Dukes.

We know this transition is difficult and may cause some personal concerns. The Foundation offers special services through our Employee Assistance Program, Horizon Health. This is a free program that provides employees a confidential resource for addressing concerns. Please feel free to call Horizon Health at 1-800-342-8111.

Sincerely,

Doug Myrland

Stephanie Bergsma

Tom Karlo

Deanna Mackey

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:23 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: staff memo/booklet question  
Date: Fri, 27 Jul 2007 12:46:10 -0700  
Thread-Topic: staff memo/booklet question  
thread-index: AcfQgzwSGVQfMmF0SrefxLIKv8HsFwAA4lDQ  
From: "Dianne Lovell" <Dlovell@foundation.sdsu.edu>  
To: "Doug Myrland" <dmyrland@kpbs.org>,  
"Marta Dukes" <Mdukes@foundation.sdsu.edu>,  
"Deanna Mackey" <dmackey@kpbs.org>

I like that

---

**From:** Doug Myrland  
**Sent:** Friday, July 27, 2007 12:24 PM  
**To:** Marta Dukes; Deanna Mackey; Dianne Lovell  
**Subject:** staff memo/booklet question

I think the memo is good--as for the booklet, I don't think we need to send a big attachment to everybody. The booklet may be helpful for some, but not needed for others--how about the following as a suggestion--we modify the last paragraph in the memo to say:

We know this transition is difficult and may cause some personal concerns. The Foundation offers special services through our Employee Assistance Program, Horizon Health. This is a free program that provides employees a confidential resource for addressing concerns. Please feel free to call Horizon Health at 1-800-342-8111. We also have available a helpful booklet on transitions in the workplace. For a PDF or a hard copy of the booklet, email Marta Dukes at: mdukes@foundation.sdsu

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:24 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: Staff memo-final version  
Date: Fri, 27 Jul 2007 13:45:59 -0700  
Thread-Topic: Staff memo-final version  
thread-index: AcfQjyL8Bz5aphyVTRyQtVU1dHh/Aw==  
From: "Deanna Mackey" <dmackey@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>,  
"Dianne Lovell" <Dlovell@foundation.sdsu.edu>,  
"Marta Dukes" <Mdukes@foundation.sdsu.edu>,  
"Tom Karlo" <tkarlo@kpbs.org>,  
"Nancy Worlie" <nworlie@kpbs.org>

Attached is the final version of the staff memo. It includes the updated paragraph about the Transitions booklet.

Thanks,

Deanna

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:24 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: Announcement Draft  
Date: Fri, 27 Jul 2007 14:03:21 -0700  
Thread-Topic: Announcement Draft  
thread-index: AcfQkZBYcrmtm7b1T6y2grJ1Jx6Rqg==  
From: "Nancy Worlie" <nworlie@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

Please review.

Nancy Worlie

Director of Communications

Office: (619) 594-1746

Mobile: (619) 322-1402



5200 Campanile Drive

San Diego, CA 92182-5400

[www.kpbs.org](http://www.kpbs.org)

Content-Type: image/gif;  
name="image001.gif"



Content-ID: <image001.gif@01C7D056.E3F752F0>

Content-Description: image001.gif

Content-Location: image001.gif

Wednesday, August 1

Contact: Nancy Worlie  
(619) 594-1746

For Immediate Release

## KPBS CANCELS "FULL FOCUS" AND "A WAY WITH WORDS"

San Diego – Effective August 1, production of "Full Focus" on KPBS-TV and "A Way with Words" on KPBS 89.5 FM has been cancelled. KPBS management made the announcement to staff earlier today. The decision resulted in the elimination of 12 KPBS staff positions associated with the two programs.

"This was a difficult decision," said Doug Myrland, KPBS General Manager. "But the new fiscal year forced KPBS management to closely examine each program and project within the KPBS organization. It's important that we spend our financial resources wisely and while both activities had elements of success in the past, trends indicate their future potential for audience and revenue growth is minimal."

"Full Focus" had been on the air since April 2000, when it began as a monthly news magazine program. Since its inception seven years ago, the program grew to a weekday evening news and public affairs program hosted by \_\_\_\_\_. While the staff and budget grew over the years, the program attracted a small audience.

Host \_\_\_\_\_, reporter \_\_\_\_\_ and some production and support staff will remain within the KPBS news and production divisions. "Full Focus" executive producer \_\_\_\_\_ has been reassigned to the role of senior producer for "These Days" with Tom Fudge on KPBS 89.5 FM.

"While producing local television programs is a fundamental part of our mission, we need to reassess and find other program offerings," said Myrland. "We are committed to working with the content staff to determine what type of programming we'll invest in for the future that will have a broader impact on the local community."

"A Way with Words" began on KPBS 89.5 FM in 1998. The language program featured hosts Martha Barnette and newcomer Grant Barrett and was also heard on Wisconsin Public Radio and WFPL-FM in Louisville, Kentucky. KPBS made several unsuccessful attempts to receive support to make "A Way with Words" a national offering over the past few years. And although the program attracts a decent sized local audience, it was expensive to produce and required much more unbudgeted investment to market the program nationally without outside funding.

"As a public service organization, KPBS is in the business of serving as diverse and broad an audience as possible," said Myrland. "These decisions give KPBS the opportunity to determine the kinds of local programs that best meet the needs of the entire San Diego community. While losing staff and canceling programs where we

invested significant time and resources is difficult, in the long run, I think KPBS will become stronger and more focused on our core activities and content vision.”

The “Nightly Business Report” will replace “Full Focus” weekdays at 6:30 and 11 p.m. on KPBS-TV. KPBS 89.5 FM will continue to air archives of “A Way with Words” on Saturdays and Sundays through the fall. Archives of both programs will continue to be available online at [kpbs.org](http://kpbs.org).

KPBS is a public service of San Diego State University, serving the region with TV, radio and Internet content that is educational as well as entertaining – and free of commercial interruption.

-89.5/11-

**Tom Karlo**

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:24 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: Staff memo-final version  
Date: Fri, 27 Jul 2007 14:08:44 -0700  
Thread-Topic: Staff memo-final version  
thread-index: AcfQjyL8Bz5aphyVTRyQtVU1dHh/AwAAvpug  
From: "Marta Dukes" <Mdukes@foundation.sdsu.edu>  
To: "Deanna Mackey" <dmackey@kpbs.org>,  
"Doug Myrland" <dmyrland@kpbs.org>,  
"Dianne Lovell" <Dlovell@foundation.sdsu.edu>,  
"Tom Karlo" <tkarlo@kpbs.org>,  
"Nancy Worlie" <nworlie@kpbs.org>

Hi Doug,

Was I given a deadline to make a decision on the position? The memo states that I will serve as the Sr. Producer of These Days. What if I haven't accepted by the time the memo goes out to everyone?

Marta

---

**From:** Deanna Mackey  
**Sent:** Friday, July 27, 2007 1:46 PM  
**To:** Doug Myrland; Dianne Lovell; Marta Dukes; Tom Karlo; Nancy Worlie  
**Subject:** Staff memo-final version

Attached is the final version of the staff memo. It includes the updated paragraph about the Transitions booklet.

Thanks,

Deanna

8/28/2007



**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:25 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: Announcement Draft  
Date: Fri, 27 Jul 2007 14:16:41 -0700  
Thread-Topic: Announcement Draft  
thread-index: AcfQkrzpiLgZnLn+RXmzM4Ij9zyMZQAACabw  
From: "Nancy Worlie" <nworlie@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

1. The release won't be set out until late Wednesday, and so I have time to confirm with Keith. I will make a note to update that.
2. Let's keep the headline. It's not like the staff is sticking around\$ and the info about the archives is at the end of the release.
3. Can you confirm that AWWW is only airing on WPB and Louisville? Deanna thought there were a few other stations\$

I'll check in with you again Wednesday to confirm everything.

---

**From:** Doug Myrland  
**Sent:** Friday, July 27, 2007 2:15 PM  
**To:** Nancy Worlie  
**Subject:** Re: Announcement Draft

Just two things:

1. I don't know for sure that Nightly Business Report will air at 11 pm -- and won't know until Tuesday when Keith lets me know.
2. I wish we could think of another headline, only because the broadcasts of AWWW will probably continue for at least a couple of months--Full Focus is definitely cancelled. On the other hand, I kind of like the headline--it tells the whole story.

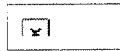
Please review.

Nancy Worlie

Director of Communications

Office: (619) 594-1746

Mobile: (619) 322-1402



5200 Campanile Drive

San Diego, CA 92182-5400

[www.kpbs.org](http://www.kpbs.org)

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name="image001.gif"

Content-ID: <image001.gif@01C7D056.E3F752F0>

Content-Description: image001.gif

Content-Location: image001.gif

Content-Type: image/gif;  
name="image001.gif"

Content-ID: <image001.gif@01C7D058.C0FACD70>

Content-Description: image001.gif  
Content-Location: image001.gif



Wednesday, August 1

Contact: Nancy Worlie  
(619) 594-1746

For Immediate Release

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San Diego – Effective August 1, production of "Full Focus" on KPBS-TV and "A Way with Words" on KPBS 89.5 FM has been cancelled. KPBS management made the announcement to staff earlier today. The decision resulted in the elimination of 12 KPBS staff positions associated with the two programs.

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"Full Focus" had been on the air since April 2000, when it began as a monthly news magazine program. Since its inception seven years ago, the program grew to a weekday evening news and public affairs program hosted by Gloria Penner. While the staff and budget grew over the years, the program attracted a small audience.

Host \_\_\_\_\_ reporter \_\_\_\_\_ and some production and support staff will remain within the KPBS news and production divisions. "Full Focus" executive producer \_\_\_\_\_ has been reassigned to the role of senior producer for "These Days" with Tom Fudge on KPBS 89.5 FM.

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"A Way with Words" began on KPBS 89.5 FM in 1998. The language program featured hosts Martha Barnette and newcomer Grant Barrett and was also heard on Wisconsin Public Radio and WFPL-FM in Louisville, Kentucky. KPBS made several unsuccessful attempts to receive support to make "A Way with Words" a national offering over the past few years. And although the program attracts a decent sized local audience, it was expensive to produce and required much more unbudgeted investment to market the program nationally without outside funding.

"As a public service organization, KPBS is in the business of serving as diverse and broad an audience as possible," said Myrland. "These decisions give KPBS the opportunity to determine the kinds of local programs that best meet the needs of the entire San Diego community. While losing staff and canceling programs where we

invested significant time and resources is difficult, in the long run, I think KPBS will become stronger and more focused on our core activities and content vision.”

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KPBS is a public service of San Diego State University, serving the region with TV, radio and Internet content that is educational as well as entertaining – and free of commercial interruption.

-89.5/11-

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:25 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: Staff memo-final version  
Date: Fri, 27 Jul 2007 16:35:26 -0700  
Thread-Topic: Staff memo-final version  
thread-index: AcfQkzYKUDLk9lrTQvWR158fvBSfpQAE5O3A  
From: "Marta Dukes" <Mdukes@foundation.sdsu.edu>  
To: "Doug Myrland" <dmyrland@kpbs.org>  
Cc: "Dianne Lovell" <Dlovell@foundation.sdsu.edu>,  
"Deanna Mackey" <dmackey@kpbs.org>,  
"Tom Karlo" <tkarlo@kpbs.org>

Ok. Thank you.

Marta

---

**From:** Doug Myrland  
**Sent:** Friday, July 27, 2007 2:18 PM  
**To:** Marta Dukes  
**Cc:** Dianne Lovell; Deanna Mackey; Tom Karlo  
**Subject:** RE: Staff memo-final version

If \_\_\_\_\_ hasn't accepted by then we'll change the memo. But there's no danger of that- basically told John \_\_\_\_\_ wants the job. We'll confirm with \_\_\_\_\_ on Monday. DM

Hi Doug,

Was \_\_\_\_\_ given a deadline to make a decision on the position? The memo states that \_\_\_\_\_ will serve as the Sr. Producer of These Days. What if \_\_\_\_\_ hasn't accepted by the time the memo goes out to everyone?

8/28/2007

Marta

---

**From:** Deanna Mackey

**Sent:** Friday, July 27, 2007 1:46 PM

**To:** Doug Myrland; Dianne Lovell; Marta Dukes; Tom Karlo; Nancy Worlie

**Subject:** Staff memo-final version

Attached is the final version of the staff memo. It includes the updated paragraph about the Transitions booklet.

Thanks,

Deanna

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:26 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: question  
Date: Mon, 30 Jul 2007 09:01:31 -0700  
Thread-Topic: question  
thread-index: AcfSwuV0BxMEAY2tSwKGRoLhZr9IFg==  
From: ~  
To: "Doug Myrland" <dmyrland@kpbs.org>

Hi Doug,

I have a question about a 3-part history of aviation in SD series that [redacted] is currently producing. [redacted] just completing the scripting of part 3, and we've yet to edit any of the pieces. We were going to begin editing them in about a week. The funds came from a gift we received from Ruben H Fleet Science Center.

I'm not quite sure how to handle this. I could oversee the editing of the stories, but [redacted] is really the one most knowledgeable about it. Do you think it is possible to hire [redacted] back (indy contractor basis) for a few days to see the stories completed. Erica Simpson or [redacted] could edit them.

The whole thing could air as a half hour doc.

Please let me know what you think since [redacted] will ask about it.

Thanks,

8/28/2007

*Full Focus* Executive Producer

KPBS TV

5200 Campanile Drive

San Diego, CA 92119

***Watch Full Focus weeknights at 6:30 & 11 pm***

## Tom Karlo

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:26 PM  
**To:** Tom Karlo  
**Subject:** FF

>Subject: RE: updated memo  
>Date: Mon, 30 Jul 2007 09:32:03 -0700  
>Thread-Topic: updated memo  
>thread-index: AcfSxrQau0gQIpzCQEW4vVP0gRFhnwAAChog  
>From: "Marta Dukes" <Mdukes@foundation.sdsu.edu>  
>To: "Doug Myrland" <dmyrland@kpbs.org>  
>  
>Hi,  
>  
>Sorry about that I realized that after I sent the email and the recall  
>must not have worked.  
>  
>marta  
>  
>-----Original Message-----  
>From: Doug Myrland  
>Sent: Monday, July 30, 2007 9:32 AM  
>To: Marta Dukes  
>Subject: Fwd: updated memo  
>  
>Marta--this version that I sent last week does include the updated  
>info--Doug  
>  
>  
>  
>>Date: Thu, 26 Jul 2007 12:18:42 -0700  
>>To: Dianne Lovell, Marta Dukes  
>>From: Doug Myrland <dmyrland@kpbs.org>  
>>Subject: updated memo  
>>Cc: Deanna Mackey, Tom Karlo, Stephanie Bergsma  
>>Bcc:  
>>X-Attachments: :Macintosh HD:1209961:Foundation memo on s#12766A.doc:  
>>  
>>Here you go. Doug

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:27 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: question  
Date: Mon, 30 Jul 2007 09:38:35 -0700  
Thread-Topic: question  
thread-index: AcfSxDXeua1ECtwLQkKTovu189LSgAAA3vQg  
From: "Marta Dukes" <Mdukes@foundation.sdsu.edu>  
To: "Doug Myrland" <dmyrland@kpbs.org>,  
Cc: "Dianne Lovell" <Dlovell@foundation.sdsu.edu>


Doug,

I will check the best way to pay if decides to finish the series.

But we can't pay as an independent contractor (IC) since you can't be an employee and independent contractor in the same year.

Marta

---

**From:** Doug Myrland  
**Sent:** Monday, July 30, 2007 9:14 AM  
**To:**   
**Cc:** Marta Dukes  
**Subject:** Re: question

I think we can work something out--I thin we discuss with on Wednesday and see if interested in finishing it up on a short contract. Give time to think about it. DM

Hi Doug,

8/28/2007



I have a question about a 3-part history of aviation in SD series that is currently producing. I'm just completing the scripting of part 3, and we've yet to edit any of the pieces. We were going to begin editing them in about a week. The funds came from a gift we received from Ruben H Fleet Science Center.

I'm not quite sure how to handle this. I could oversee the editing of the stories, but Erica is really the one most knowledgeable about it. Do you think it is possible to hire back (indy contractor basis) for a few days to see the stories completed. Erica Simpson or [redacted] could edit them.

The whole thing could air as a half hour doc.

Please let me know what you think since [redacted] will ask about it.

Thanks [redacted]

*Full Focus* Executive Producer

KPBS TV

5200 Campanile Drive

San Diego, CA 92119

8/28/2007

*Watch Full Focus weeknights at 6:30 & 11 pm*

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:27 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: question  
Date: Mon, 30 Jul 2007 11:04:23 -0700  
Thread-Topic: question  
thread-index: AcfSxDXeualECtwLQkKTovu189LSgAAA3vQgAAMGuyA=  
From: "Dianne Lovell" <Dlovell@foundation.sdsu.edu>  
To: "Marta Dukes" <Mdukes@foundation.sdsu.edu>,  
"Doug Myrland" <dmyrland@kpbs.org>,

If she chooses to complete this and she chooses to accept the continuation of her salary as her severance, I think we don't start the severance until after she completes the work. We can't pay out severance and salary at the same time. This would mean her severance would begin after the work is complete.

---

**From:** Marta Dukes  
**Sent:** Monday, July 29, 2007 9:39 AM  
**To:** Doug Myrland;  
**Cc:** Dianne Lovell  
**Subject:** RE: question

Doug:

I will check the best way to pay her if she decides to finish the series.

But we can't pay her as an independent contractor (IC) since you can't be an employee and independent contractor in the same year.

Marta

**From:** Doug Myrland  
**Sent:** Monday, July 30, 2007 9:14 AM  
**To:**  
**Cc:** Marta Dukes  
**Subject:** Re: question

I think we can work something out--I thin we discuss with [redacted] on Wednesday and see if [redacted] is interested in finishing it up on a short contract. Give [redacted] time to think about it. DM

Hi Doug,

I have a question about a 3-part history of aviation in SD series that [redacted] is currently producing. [redacted] just completing the scripting of part 3, and we've yet to edit any of the pieces. We were going to begin editing them in about a week. The funds came from a gift we received from Ruben H Fleet Science Center.

I'm not quite sure how to handle this. I could oversee the editing of the stories, but [redacted] is really the one most knowledgable about it. Do you think it is possible to hire [redacted] back (indy contractor basis) for a few days to see the stories completed. Erica Simpson or [redacted] could edit them.

The whole thing could air as a half hour doc.

Please let me know what you think since [redacted] will ask about it.

Thanks

*Full Focus* Executive Producer

KPBS TV

5200 Campanile Drive

San Diego, CA 92119

***Watch Full Focus weeknights at 6:30 & 11 pm***

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:28 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: KPBS 2007 lay off severance (2).xls  
Date: Mon, 30 Jul 2007 14:43:38 -0700  
Thread-Topic: KPBS 2007 lay off severance (2).xls  
thread-index: AcfS8rBIuC0etN0oQae6lRnrMJ5uJQ==  
From: "Marta Dukes" <Mdukes@foundation.sdsu.edu>  
To: "Doug Myrland" <dmyrland@kpbs.org>,  
"Tom Karlo" <tkarlo@kpbs.org>,  
"Dianne Lovell" <Dlovell@foundation.sdsu.edu>

To All,

Attached is a revised spreadsheet. [REDACTED] has advised me that [REDACTED] will be accepting the Sr. Producer position with These Days.

Marta

Red ID	Last	First	DOH	years	mos	total mos	total yrs	sev	Age	DOB	Ethnic	Sex
			1/1/2007	0	7	7	0.58	1 4 weeks	1 - 5 yrs			
			1/30/2006	1	6	18	1.50	2 4 weeks	1 - 5 yrs			
			10/21/2004	2	9	33	2.75	3 4 weeks	1 - 5 yrs			
			12/1/2000	6	8	80	6.67	7 6 weeks	6 - 10 yrs			
			1/3/2000	7	7	91	7.58	8 6 weeks	6 - 10 yrs			
			11/17/1997	9	9	117	9.75	10 6 weeks	6 - 10 yrs			
			6/14/1994	13	1	157	13.08	13 8 weeks	11 and up			
			1/5/1994	13	7	163	13.58	14 8 weeks	11 and up			
			7/21/1993	14	0	168	14.00	14 8 weeks	11 and up			
			5/1/1979	28	2	338	28.17	28 8 weeks	11 and up			

1-5 years = 4 weeks  
 6-10 years = 6 weeks  
 11yrs and up = 8 weeks

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:29 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: These Days job  
Date: Mon, 30 Jul 2007 15:45:52 -0700  
Thread-Topic: These Days job  
thread-index: AcfS+2IPN6a9xtvMSgqpCJExPlhW0Q==  
From:  
To: "Doug Myrland" <dmyrland@kpbs.org>  
Cc: "John Decker" <jdecker@kpbs.org>,  
"Marta Dukes" <Mdukes@foundation.sdsu.edu>

Hi Doug,

I had a good lunch meeting with John today and I do accept the offer of the These Days Senior Producer position. I'm looking forward to working with the These Days staff and building upon all the hard work they've done.

*Full Focus* Executive Producer

KPBS TV

5200 Campanile Drive

San Diego, CA 92119

**Watch Full Focus weeknights at 6:30 & 11 pm**

8/28/2007






**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:35 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: Meeting Schedule for Wed  
Date: Tue, 31 Jul 2007 15:33:08 -0700  
Thread-Topic: Meeting Schedule for Wed  
thread-index: AcfTwsUdyql63nWaR021jK8zGNV4Xg==  
From:   
To: "Marta Dukes" <Mdukes@foundation.sdsu.edu>,  
<dmyrland@kpbs.org>

Here's the final meeting schedule for tomorrow.


8:30€


9

9:30, 

10

10:30

11 

11:30 

noon\*

I should be in by 8am if you need me before our first meeting.

*Full Focus* Executive Producer

KPBS TV

5200 Campanile Drive

San Diego, CA 92119

***Watch Full Focus weeknights at 6:30 & 11 pm***

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:36 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: Voice of SD Post  
Date: Wed, 1 Aug 2007 11:10:58 -0700  
Thread-Topic: Voice of SD Post  
thread-index: AcfUZ0++tupK1FPBTNCyOpug+TFcjQ==  
From: "Nancy Worlie" <nworlie@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>, "Deanna Mackey" <dmackey@kpbs.org>  
Cc: "John Decker" <jdecker@kpbs.org>, <kyork@kpbs.org>, "Tammy Carpowich" <tcarpowich@kpbs.org>

This was posted on Voice of San Diego

<http://www.voiceofsandiego.org/opinion/slop/>

Nancy Worlie

Director of Communications

Office: (619) 594-1746

Mobile: (619) 322-1402



5200 Campanile Drive

San Diego, CA 92182-5400

[www.kpbs.org](http://www.kpbs.org)

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Content-Location: image001.gif

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:37 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: IMPORTANT STAFF MESSAGE  
Date: Wed, 1 Aug 2007 14:58:54 -0700  
Thread-Topic: IMPORTANT STAFF MESSAGE  
thread-index: AcfUhybIhlXfObdcQwOoxYdTH3E4ow==  
From: "Nancy Worlie" <nworlie@kpbs.org>  
To: "KPBS - Everyone" <KPBS-Everyone@group.local>

Dear KPBS Staff:

Following a review of the stations' priorities and budget for FY '08 we have decided to cancel two of the station's local productions. Effective today, August 1, KPBS-TV will no longer produce *Full Focus* and KPBS-FM will no longer produce *A Way With Words*. While both activities had elements of success in the past, trends indicate their future potential for audience and revenue growth is minimal.

Over the past five years we have made a substantial and appropriate investment in local TV programming through *Full Focus* but the program has not attracted sufficient audience and only one outside funding source, covering just 15% of the program's expenses. While producing local television programs is a fundamental part of our mission, after five years we need to reassess and find other program offerings. We are committed to working with the content staff to determine what type of programming/content we'll invest in for the future. And we are committed to those activities that are seeing growth and impact on the community such as the revamping of our radio morning show in the fall.

*A Way With Words* is substantially more expensive as a weekly program than any other local production and is not likely to achieve outside funding, despite almost 8 years of attempts. KPBS has made several attempts to receive support to make *A Way With Words* a national offering, but last year such support was denied by both the Corporation for Public Broadcasting and National Public Radio. Although the program attracts an acceptably sized local audience, substantially more investment would be needed to market the program nationally without outside funding. Management decided that would be a risky investment and not appropriate given competing priorities and the success of more efficient activities and programs with more impact on the local audience. Further annual investment of such a sizeable amount for a weekly one-hour program is no longer justifiable based on the hope that it might some day become a national program.

For now, *Full Focus* will be replaced by *Nightly Business Report*. Archives of *A Way With Words* will continue in that program's time slot.

Cancelling these two programs will result in the elimination of several staff positions that worked directly for or in support of *Full Focus* and *A Way With Words*. The following staff positions will end effective August 3.

8/28/2007

**Full Focus Staff:**

Producer

Managing Editor

Reporters and will continue contract work with KPBS-FM)

Producer

**A Way With Words Staff:**

Producer/Host

Producer

relationship with the program also will end effective 8/3

**Production/Operations Staff:**

Scheduler

Director/On-line Editor

Videographer

Chyron Operator

Given the ongoing needs of the stations there are some personnel, who currently support these productions, who will be reassigned. will transfer from producing *Full Focus* to serving as senior producer for *These Days*. Other individuals who will be reassigned include reporter video editors/videographers and host and producer/editor

We are thankful for the commitment these individuals have made to KPBS and proud of their work on these programs. These decisions have been difficult for all of us on the Management Council but we believe they are critical for the station's financial future and content vision. We are committed to creating local content for our listeners, viewers and online visitors that serves a growing audience and has an impact on the San Diego community. The cancellation of these programs provides an opportunity for management and programming

staff to reassess what type of new content has growth potential and best serves our audiences' expectation for insightful, engaging programs.

If you have questions about these programming and staff changes you can contact Doug Myrland or Marta Dukes.

We know this transition is difficult and may cause some personal concerns. The Foundation offers special services through our Employee Assistance Program, Horizon Health. This is a free program that provides employees a confidential resource for addressing concerns. Please feel free to call Horizon Health at 1-800-342-8111. We also have available a helpful booklet on transitions in the workplace. For a PDF or a hard copy of the booklet, email Marta Dukes at: [mdukes@foundation.sdsu.edu](mailto:mdukes@foundation.sdsu.edu)

Sincerely,

Doug Myrland

Stephanie Bergsma

Tom Karlo

Deanna Mackey

Nancy Worlie

Director of Communications

Office: (619) 594-1746

Mobile: (619) 322-1402



5200 Campanile Drive

San Diego, CA 92182-5400



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**Full Focus Staff:**

Producers  
Managing Editor  
Reporters \_\_\_\_\_ and \_\_\_\_\_ will continue contract work with KPBS-FM)  
Producer \_\_\_\_\_

**A Way With Words Staff:**

Producer/Host \_\_\_\_\_  
Producer \_\_\_\_\_  
\_\_\_\_\_ relationship with the program also will end effective 8/3

**Production/Operations Staff:**

Scheduler  
Director/On-line Editor  
Videographer  
Chyron Operator

Given the ongoing needs of the stations there are some personnel, who currently support these productions, who will be reassigned. [redacted] will transfer from producing *Full Focus* to serving as senior producer for *These Days*. Other individuals who will be reassigned include reporter [redacted] video editors/videographers [redacted] and [redacted] host [redacted] and producer/editor [redacted]

We are thankful for the commitment these individuals have made to KPBS and proud of their work on these programs. These decisions have been difficult for all of us on the Management Council but we believe they are critical for the station's financial future and content vision. We are committed to creating local content for our listeners, viewers and online visitors that serves a growing audience and has an impact on the San Diego community. The cancellation of these programs provides an opportunity for management and programming staff to reassess what type of new content has growth potential and best serves our audiences' expectation for insightful, engaging programs.

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Sincerely,

Doug Myrland  
Stephanie Bergsma  
Tom Karlo  
Deanna Mackey

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:37 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: IMPORTANT STAFF MESSAGE  
Date: Wed, 1 Aug 2007 15:03:06 -0700  
Thread-Topic: IMPORTANT STAFF MESSAGE  
thread-index: AcfUhybIhIXfObdcQwOoxYdTH3E4owAAEGOQ  
From: "Andrew Phelps" <aphelps@kpbs.org>  
To: "KPBS - Everyone" <KPBS-Everyone@group.local>

This is a tragedy for KPBS, for public broadcasting, and for local news in San Diego.

Andrew Phelps  
Reporter and Fellow

The Jacobs Project  
(619) 564-4857

KPBS Public Broadcasting  
[www.kpbs.org](http://www.kpbs.org)

---

**From:** Nancy Worlie  
**Sent:** Wednesday, August 01, 2007 2:59 PM  
**To:** KPBS - Everyone  
**Subject:** IMPORTANT STAFF MESSAGE

Dear KPBS Staff:

Following a review of the stations' priorities and budget for FY '08 we have decided to cancel two of the station's local productions. Effective today, August 1, KPBS-TV will no longer produce *Full Focus* and KPBS-FM will no longer produce *A Way With Words*. While both activities had elements of success in the past, trends indicate their future potential for audience and revenue growth is minimal.

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#### Full Focus Staff:

Producer: \_\_\_\_\_

Managing Editor: \_\_\_\_\_

Reporters: \_\_\_\_\_ and \_\_\_\_\_ will continue as contract work with KPBS-FM)

Producer: \_\_\_\_\_

#### A Way With Words Staff:

Producer/Host: \_\_\_\_\_

Producer: \_\_\_\_\_

relationship with the program also will end effective 8/3

**Production/Operations Staff:**

Scheduler \_\_\_\_\_

Director/On-line Editor \_\_\_\_\_

Videographer \_\_\_\_\_

Chyron Operator \_\_\_\_\_

Given the ongoing needs of the stations there are some personnel, who currently support these productions, who will be reassigned. \_\_\_\_\_ will transfer from producing *Full Focus* to serving as senior producer for *These Days*. Other individuals who will be reassigned include reporter, \_\_\_\_\_, video editors/videographers \_\_\_\_\_ and \_\_\_\_\_ host \_\_\_\_\_ and producer/editor \_\_\_\_\_.

We are thankful for the commitment these individuals have made to KPBS and proud of their work on these programs. These decisions have been difficult for all of us on the Management Council but we believe they are critical for the station's financial future and content vision. We are committed to creating local content for our listeners, viewers and online visitors that serves a growing audience and has an impact on the San Diego community. The cancellation of these programs provides an opportunity for management and programming staff to reassess what type of new content has growth potential and best serves our audiences' expectation for insightful, engaging programs.

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Sincerely,

Doug Myrland

Stephanie Bergsma

Tom Karlo

8/28/2007

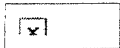
Deanna Mackey

Nancy Worlie

Director of Communications

Office: (619) 594-1746

Mobile: (619) 322-1402



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**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:37 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: announcement on homepage  
Date: Wed, 1 Aug 2007 20:33:52 -0700  
Thread-Topic: announcement on homepage  
thread-index: AcfUtlIdSdzeoT6SQy6aPx6Lsho1xA==  
From: "Tammy Carpowich" <tcarpowich@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

Doug,

I just want to let you know that we featured the press release on the homepage as soon as it was released. Later in the day, [redacted], turned in [redacted] blog post. [redacted] did a nice job, so we replaced the press release with [redacted] post. I just want to let you know, since you specifically asked me to post the announcement (and I assumed the press release). I can change it back if that's what you'd prefer. Just let me know.

Tammy Charnow Carpowich

Director of New Media

(619) 594-1237

KPBS Public Broadcasting

5200 Campanile Dr.

San Diego, CA 92182-5400

[www.kpbs.org](http://www.kpbs.org)



**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:38 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: Voice of SD coverage  
Date: Wed, 1 Aug 2007 21:46:05 -0700  
Thread-Topic: Voice of SD coverage  
thread-index: AcfUwAllJrC9VufUSJuNVQ+WX1sxdg==  
From: "Nancy Worlie" <nworlie@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>,  
"Deanna Mackey" <dmackey@kpbs.org>,  
"Keith York" <kyork@kpbs.org>,  
"John Decker" <jdecker@kpbs.org>,  
"Tammy Carpowich" <tcarpowich@kpbs.org>

Scott Lewis' article (good):

<http://www.voiceofsandiego.org/opinion/slop/>

column (interesting):

<http://www.voiceofsandiego.org/articles/2007/08/02/opinion/02finn080207.txt>

## Tom Karlo

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:39 PM  
**To:** Tom Karlo  
**Subject:** FF

>thread-index: AcfVJAYncyXlZ8bBTny4vfKRUltJrQ==  
>X-SCL: 1  
>Date: Thu, 2 Aug 2007 09:41:48 -0700 (GMT-07:00)  
>Priority: normal  
>From: "Irv Kass" <irvmk@mindspring.com>  
>Reply-To: "Irv Kass" <irvmk@mindspring.com>  
>To: <dmyrland@kpbs.org>  
>Subject: Sorry to hear the news about FF  
>X-ELNK-Trace:  
>b69c59e0daec2326d4c20f6b8d69d888fa44b31bb60a93569486f252d2f6fe561f6bb33  
>cf2021f76350badd9bab72f9c350badd9bab72f9c350badd9bab72f9c  
>X-Originating-IP: 209.86.224.26  
>X-Proofpoint-Virus-Version: vendor=fsecure  
>engine=4.65.5502:2.3.11,1.2.37,4.0.164  
>definitions=2007-08-02\_04:2007-07-30,2007-08-02,2007-08-02  
>signatures=0  
>X-Proofpoint-Spam-Details: rule=notspam policy=default score=0  
>spamscore=0 ipscore=0 phishscore=0 bulkscore=0 adultscore=0  
>classifier=spam adjust=0 reason=mlx engine=3.1.0-0707090000  
>definitions=main-0708020038  
>  
>Hi Doug,  
>  
>I know canceling FF had to be a difficult decsion for you. If there's  
>anything I can do in terms of helping you develop a meaningful  
>substitute or transition plan, please let me know.  
>  
>Best of luck, and thank you for giving San Diego a valuable program for  
>as long as KPBS could do so.  
>Irv

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:39 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: Thanks  
Date: Thu, 2 Aug 2007 09:51:20 -0700  
Thread-Topic: Thanks  
thread-index: AcfVJVOLw4lZXNlmRqaEHUSraLkWoA==  
From: "Tobin Vaughn" <tvaughn@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

Doug,

It took some fortitude to go on with Tom this morning and talk about a very trying time both for the station and for you, personally. We appreciate the difficult position you're in and we're all grateful for the work you do.

Thank you.

Tobin

Tom Karlo

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:40 PM  
**To:** Tom Karlo  
**Subject:** FF

>Subject: RE: audience comments  
>Date: Thu, 2 Aug 2007 09:57:17 -0700  
>Thread-Topic: audience comments  
>thread-index: AcfVJX5WAp4qX4LS5uiIiEyAK5pCQAAF8Ag  
>From: "Robert Kanish" <rkanish@kpbs.org>  
>To: "Doug Myrland" <dmyrland@kpbs.org>  
>  
>Hi Doug,  
>  
>No problem whatsoever. This will be very easy to track in Team  
>Approach as long as I and my staff enter in as many of these comments as we can.  
>Given fluctuations in call volume, we won't be able to enter them all,  
>but we will do as many as possible. Next Friday, I will send you a  
>tally of what I know so far.  
>--bob  
>  
>  
>-----Original Message-----  
>From: Doug Myrland  
>Sent: Thursday, August 02, 2007 9:56 AM  
>To: Robert Kanish  
>Subject: audience comments  
>  
>Bob: You now I usually don't put any value on receiving call  
>counts--and I still don't. But I would like a little informal tally  
>from you after about a week or so of how many calls/comments you get  
>regarding Full Focus vs how many calls/comments you get about us  
>bringing back Nightly Business Report. Thanks--Doug

**Tom Karlo**

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:41 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: The Big Change  
Date: Thu, 2 Aug 2007 10:56:15 -0700  
Thread-Topic: The Big Change  
thread-index: AcfVLMurK89bqqvSQqm4XgWRb7rkug==  
From: "Gloria Penner" <gpenner@kpbs.org>  
To: "KPBS - Everyone" <KPBS-Everyone@group.local>

Dear Colleagues,

I can't let \_\_\_\_\_ leave their Full Focus offices without telling them and you what a thrill it was for me to work with them so closely each day. In many cases, it was as though we had that special Vulcan Mind Meld which became stronger as the weeks became months and then years. Often, I didn't need the IFB to sense what \_\_\_\_\_ wanted me to ask while I was in the studio and they were producing in the control room. We were connected in a way that went way beyond the electronic link.

I will miss them and \_\_\_\_\_ who worked hard to get the program put together.

Good luck to \_\_\_\_\_ and our videographer-editors \_\_\_\_\_ and \_\_\_\_\_ as they fulfill other roles at the station. I look forward to working with them on political coverage, election developments and other local issues.

And I just know that \_\_\_\_\_ with all their talent will emerge in sparkling fashion and will continue to make us proud of their accomplishments.

Director of Public Affairs

Host, Full Focus and Editors Roundtable

KPBS Radio and Television

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:41 PM  
**To:** Tom Karlo  
**Subject:** FF

I realize this email and those to follow are selective, but they speak to the work we did do. It is indeed a loss to the community.

From [fullfocus@kpbs.org](mailto:fullfocus@kpbs.org)...

8/28/2007

When we recently returned from an extended vacation, one of the first things we did was check the KPBS arts brief to read \_\_\_\_\_, current reviews. We were astonished to learn that \_\_\_\_\_ is no longer employed by KPBS. This is a huge loss not only to the KPBS audience, but to the entire San Diego arts community. \_\_\_\_\_ enthusiasm and support for theater arts, the excitement of the Patte awards, and \_\_\_\_\_ well rounded reviews provided not only timely information but encouraged an added sparkle and fun. Last Thurs. p.m. at the studio screening of 'Anyone and Everyone', I spoke of my displeasure to Doug Myrland. His defense of \_\_\_\_\_ dismissal, based on unneded "complete package" deal, was unsatisfactory.

Last evening we sat down to watch our nightly local TV fix, Full Focus. Instead we had the business report. Today's paper carries the sad news that this program as well as A Way With Words, together with their staff, have been eliminated. This is craziness.

Both my husband, Dave, and myself have donated many, many hours at KPBS and we were members for years. We have stopped both these contributions. The reason for this is the long, extended boring and repetitive pledge breaks and increased advertising. We now pledge our support and dollars to the PBS station in Kauai, KCCR. We were dismayed and saddened when you dismissed \_\_\_\_\_ We never spoke up and have always regretted it. We are now speaking up for \_\_\_\_\_ and all of the staff members that have recently been dismissed because of these cancellations. We wonder if the local, daily morning programs will soon follow to the chopping block.

When the management and board at KPBS "recognize the need to spend our financial resources wisely" does not include elimination of locally produced shows. When KPBS reestablishes local involvement with the arts community, specifically \_\_\_\_\_ and other locally produced news and information programs, we will again consider reinvolving ourselves in both financial and volunteer support of this station.

Joyce & Dave Carlson

---

Shape Yahoo! in your own image. Join our Network Research Panel today!

**Tom Karlo**

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:41 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: FW: Full Focus  
Date: Thu, 2 Aug 2007 11:10:37 -0700  
Thread-Topic: Full Focus  
thread-index: AcfVDKkZMLEb8HxnTK+AU9/kIdG+CwAHtx+gAAE4N3A=

To: <dmyrland@kpbs.org>,  
"Keith York" <kyork@kpbs.org>,  
"Michael Marcotte" <mmarcotte@kpbs.org>,  
"Stephanie Bergsma" <sbergsma@kpbs.org>,  
"Deanna Mackey" <dmackey@kpbs.org>,  
"Tom Karlo" <tkarlo@kpbs.org>,  
"Nancy Worlie" <nworlie@kpbs.org>

---

**From:**  
**Sent:** Thursday, August 02, 2007 10:36 AM  
**To:**  
**Subject:** FW: Full Focus

From fullfocus@kpbs.org...

---

**From:** Obgoer [mailto:obgoer@sbcglobal.net]  
**Sent:** Thursday, August 02, 2007 6:54 AM  
**To:** Members; Radio News; Full Focus; Way With Words; These Days; asporkin@npr.org;  
viewer@pbs.org  
**Subject:** Full Focus

**I turned on the stupid TV last night looking for my informative show**



"Full Focus" but I could not find it. I wondered what happened and now I read the UT online and find out "KPBS said "Nightly Business Report" will replace "Full Focus" on the TV schedule." Well isn't this just dandy! Another business report show! YUCK!!!

You know, you could have appealed to your viewers and at least tried to same this program instead of making a drastic change. Full Focus is a show needed in right now to inform the public of issues and problems occuring in our city of San Diego. Now we have one less HONEST news program concerning our local issues. To put it bluntly...KPBS you suck. I will NEVER watch your program again and better yet, I will NEVER make another donation to you.

KPBS sail away with David Copley on his yacht because you are no longer worthwhile in my eyes.

Sincerely,

D. Graham

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:41 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: FW: canceled?!?  
Date: Thu, 2 Aug 2007 11:11:06 -0700  
Thread-Topic: canceled?!?  
thread-index: AcfUzHORlbEnpX63TcaD+xztqOrBIQAXyOMQAAE3qxA=

To: <dmyrland@kpbs.org>,  
 "Keith York" <kyork@kpbs.org>,  
 "Michael Marcotte" <mmarcotte@kpbs.org>,  
 "Stephanie Bergsma" <sbergsma@kpbs.org>,  
 "Tom Karlo" <tkarlo@kpbs.org>,  
 "Deanna Mackey" <dmackey@kpbs.org>,  
 "Nancy Worlie" <nworlie@kpbs.org>

**From:** [REDACTED]  
**Sent:** Thursday, August 02, 2007 10:36 AM  
**To:** [REDACTED]

**Subject:** FW: canceled?!?!?

From [fullfocus@kpbs.org](mailto:fullfocus@kpbs.org)...

**From:** Damian Brown [mailto:[damianbro@gmail.com](mailto:damianbro@gmail.com)]  
**Sent:** Wednesday, August 01, 2007 11:15 PM  
**To:** Full Focus  
**Subject:** canceled?!?

Gosh! I can't believe the show is canceled =( My family and I loved the show and watched every night. Compared to the other 11:00 news programs it was phenomenal. I liken the show to the old ABC News Nightline (before the revamped format) and was my Ted Koppel! I hope you are able to bring it back real soon!

Thank You,

Damian Brown  
Mira Mesa

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:41 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: FW: where are you????  
Date: Thu, 2 Aug 2007 11:11:22 -0700  
Thread-Topic: where are you????  
thread-index: AcfUrDRtZZFXW6m1QMCPOXUEYwLpvgAf22CQAAE3zOA=

To: <dmyrland@kpbs.org>,  
"Keith York" <kyork@kpbs.org>,  
"Michael Marcotte" <mmarcotte@kpbs.org>,  
"Stephanie Bergsma" <sbergsma@kpbs.org>,  
"Tom Karlo" <tkarlo@kpbs.org>,  
"Deanna Mackey" <dmackey@kpbs.org>,  
"Nancy Worlie" <nworlie@kpbs.org>

---

**From:**  
**Sent:** Thursday, August 02, 2007 10:37 AM  
**To:**

**Subject:** FW: where are you????

From fullfocus@kpbs.org...

---

**From:** Dolores Casey [mailto:deebob51@cox.net]  
**Sent:** Wednesday, August 01, 2007 7:24 PM  
**To:** Full Focus  
**Subject:** where are you????

We very much missed your program today, having no idea you were to be replaced. Your subjects were always interesting and helped to keep us up to date on happenings in the community. Hope you can come back!!!!

We won't be watching the business replacement.

Bob and Dolores Casey

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:43 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: These Days  
Date: Thu, 2 Aug 2007 13:42:15 -0700  
Thread-Topic: These Days  
thread-index: AcfVRZxIoHIxxwxURemcguN0KsFMjQ==  
From: "Nicole Lozare" <nlozare@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

Doug,

I just wanted to thank you again for being on the show today.

You were honest and brave. You stood by what was a very, very, very difficult decision.

Like they always say, there's no easy way or perfect time to break up with someone. It's going to hurt no matter how and when you do it.

Thanks again for being on the show and for being so accessible.

**Nicole Lozare**

Reporter and

*Jacobs Project for Reporting Excellence Fellow*

Office: (619) 594-0288

Cell: (619) 481-2034



5200 Campanile Drive

San Diego, CA 92182-5400  
www.kpbs.org

Content-Type: image/gif;  
name="image001.gif"  
Content-ID: <image001.gif@01C7D50A.EFE6FB70>  
Content-Description: image001.gif  
Content-Location: image001.gif

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:43 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: questions/information  
Date: Thu, 2 Aug 2007 18:39:01 -0700  
Thread-Topic: questions/information  
thread-index: AcfVbxFZjP8I/5zyTFGLc1CYon0qBQ==  
From: "Deanna Mackey" <dmackey@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

Hi Doug:

I hope you are hanging in there and doing as well as can be expected. I've been following the media coverage and blogging and it seems that things are going as well as we could hope for so far. I haven't listened to your These Days segment but will do that tonight.

I wanted to let you know that Dr. Weber (via Lena) invited me to join the Las Aztecas board and I accepted. I don't know if you had anything to do with this but if so, thank you, I'm looking forward to it.

Being at this meeting makes me really proud of working at KPBS and for you. There are so few people who aren't afraid to take risks or make change or embrace the future. Some of the conversations are painful to listen to.

FYI, tomorrow there's a separate meeting about the FCC non commercial filing window. Is this something you'd like me to attend? Do you have any questions you want answered?

Thanks,

Deanna



**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:44 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: RE: The break-down  
Date: Thu, 2 Aug 2007 19:59:58 -0700  
Thread-Topic: The break-down  
thread-index: AcfVSnhVqdj1M237Sxq4SbphqjAdPAAL9Xwg  
From: "Andrew Phelps" <aphelps@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

Thank you, Doug. I understand re: salary disclosures.

Andrew Phelps  
Reporter and Fellow

The Jacobs Project  
(619) 564-4857

KPBS Public Broadcasting  
[www.kpbs.org](http://www.kpbs.org)

---

**From:** Doug Myrland  
**Sent:** Thursday, August 02, 2007 2:20 PM  
**To:** Andrew Phelps  
**Subject:** Re: The break-down

Doug,

Could you break down the oft-cited \$1 million annual cost of producing "Full Focus"?

Andrew Phelps  
Reporter and Fellow

The Jacobs Project  
(619) 564-4857

KPBS Public Broadcasting  
[www.kpbs.org](http://www.kpbs.org)

No, I only looked at the summary budget. The actual figure there was 958,002. That would not include any costs in TV operations, such as the production crew, studio time, whatever. Also doesn't include the van or any of the equipment purchased for the program. So fully costed it would be way over one million--so I felt safe using that figure. We would not go public with the line item breakdown because it would be mostly salaries, which need to be kept confidential. I'm guessing about 100k would be non-salary, including acquisition of pieces from outsiders, news service, enps, mileage, travel, whatever. But that's just a guess.

**Tom Karlo**

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:45 PM  
**To:** Tom Karlo  
**Subject:** FF

X-YMail-OSG:

ham1vXkVM1103EoaXdDf7MLIKAgb9CqjEfilh67NsmKLvipHZfLVf9pAi9nyacUeRtXszWltWY

From: "Jim Russell" <jim@programdoctor.com>

To: "Doug Myrland" <dmyrland@kpbs.org>

Subject: RE: Hi there

Date: Fri, 3 Aug 2007 13:29:12 -0400

Thread-Index: AcfV80l8P49B29diTzC+KT5fGseQdwAACpag

X-Proofpoint-Virus-Version: vendor=fsecure engine=4.65.5502:2.3.11,1.2.37,4.0.164  
definitions=2007-08-03\_05:2007-07-30,2007-08-03,2007-08-03 signatures=0

X-Proofpoint-Spam-Details: rule=notspam policy=default score=0 spamscore=0 ipscore=0  
phishscore=0 bulkscore=0 adultscore=0 classifier=spam adjust=0 reason=mlx  
engine=3.1.0-0707300000 definitions=main-0708030044

You know, my New England mother warned me that "Southerners don't like us Yankees," but I am having a ball. Of course, it is possible that Chapel Hill, with its high level of education and academic institutions, isn't the real deep South. But we sure like it here, and I am even learning to like shrimp and grits! Come see me and I will take you to Crooks Corner for some real southern food.

Look forward to hearing from y'all.

Jim

---

**JIM RUSSELL PRODUCTIONS**

*"The Program Doctor"*



445 Ridge Springs Drive, Chapel Hill, NC 27516-4063  
Tel: (919) 942-6950 Cell: (310) 717-4905

Email: [jim@programdoctor.com](mailto:jim@programdoctor.com) Skype: [jimborus](#)

8/28/2007

Web: <http://www.programdoctor.com>

---

**From:** Doug Myrland [mailto:dmyrland@kpbs.org]

**Sent:** Friday, August 03, 2007 1:29 PM

**To:** Jim Russell

**Subject:** Re: Hi there

Jim--we will definitely be in touch. How're you liking the south? DM

Doug,

Sorry to hear of the decision to cancel *Full Focus* and *A Way With Words*. I know these decisions are always difficult, especially because they have staff implications.

I don't know if you've figured out what KPBS will be doing programming-wise in the aftermath of the decision, but I'd be happy to help brainstorm once the dust settles - if it would be useful. No charge for a telephone consultation, only if you decide I should have some ongoing role.

Let me know if I can help.

Sincerely,

Jim

8/28/2007

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Tel: (919) 942-6950 Cell: (310) 717-4905

Email: [jim@programdoctor.com](mailto:jim@programdoctor.com) Skype: [jimborus](#)

Web: <http://www.programdoctor.com>

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:46 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: FW: Full Focus  
Date: Fri, 3 Aug 2007 13:41:40 -0700  
Thread-Topic: Full Focus  
thread-index: AcfVd7mPQMfOoJCpTGG4vXbjJY5E5gAcyerFAAjzOuA=  
From: "Michael Marcotte" <mmarcotte@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

---

**From:** Radio News  
**Sent:** Friday, August 03, 2007 9:25 AM  
**To:** Michael Marcotte  
**Subject:** FW: Full Focus

---

**From:** Judith Haxo [mailto:fhaxo@ucsd.edu]  
**Sent:** Thu 8/2/2007 7:38 PM  
**To:** Radio News  
**Subject:** Full Focus

I have searched your site to find out how to communicate my disappointment about the decision to cancel Full Focus, without finding any clear email address.  
We received a campaign letter today from KPBS which had no email address for communication. I will send a letter to the snail mail address-but I find it puzzling that I can not find an email address to express my disappointment and dismay that such an outstanding program covering an area that is so crucial (county news) is being cancelled when I find no alternative available.  
Perhaps there is a radio program I have not yet found. Clue me in, if there is.

Judith Haxo

**Tom Karlo**

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:46 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: FW: For Hatchetman Myrland  
Date: Fri, 3 Aug 2007 13:42:31 -0700  
Thread-Topic: For Hatchetman Myrland  
thread-index: AcfVflrHajWEYTEgTniOdHiFTf7AsAAbJ506AAjvbaA=  
From: "Michael Marcotte" <mmarcotte@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

---

**From:** Radio News  
**Sent:** Friday, August 03, 2007 9:26 AM  
**To:** Michael Marcotte  
**Subject:** FW: For Hatchetman Myrland

I wasn't sure, but do you want me to forward this to Doug?

-Caitlin

---

**From:** Katya Borisnova [mailto:katyaborisnova@yahoo.com]  
**Sent:** Thu 8/2/2007 8:28 PM  
**To:** Radio News  
**Subject:** For Hatchetman Myrland

Dear Hatchetman Myrland:

Your whacked out so-called trends-based decision to cut "Full Focus" and "Away with Words" is an appalling feat of mediocre programming. The blandification of KPBS's formerly sterling programming has segued into pure flatulence. What's your problem? Get up on your hind legs!

We've seen a number of programming blunders lately. Who are you targeting for Christ's

Sake? As you've succumbed to mindless numbers crunches and ripped KPBS programming up wholesale we hear an emerging lackluster audio magazine for trend-bent self-help junkies and music collectors on the Gold Coast. In other words, anyone. Welcome into the Vortex of Mainstream Radio Broadcast Competitors. Yawn. Yawn. Yawn.

Now, instead of the intellectually yar craft KPBS used to be, KPBS has become a rudderless ship floundering in the doldrums. Shame on you! Pull KPBS programming back from the rocks now!

Re-read your mission statement, please. Public radio's role is to counter hellish depersonalizing radio mind-rot with incisive, relevant, informative, community-building, authority-questioning, zany, mysterious, small-town, big city, touching, thinky, slow and brilliant confabulations. Local forums, puzzles, comedy skits, how-to's, cosmopolitan buzz, intellectual tid-bits and pig bladders figure into the human factor mightily. We see your game plan in what Tom Fudge is being forced to do lately in "These Days" and it looks bleak for San Diego's public radio.

Public radio's job is to peak our curiosity, tease our brains, pull our heartstrings and tickle our bellies. Radio is a sensual and intellectual medium. Quit bludgeoning your thin broadcasting niche into oblivion or you won't have a public radio station anymore! Somebody else'll get the job and you'll be out pounding the pavement looking for a job selling ad space for an AM country rock station.

"A Way with Words" ties to old radio traditions weaved-in perfectly with NPR's weekend format, segueing nicely with "Click and Clack" and "A Prairie Home Companion". "A Way with Words" lent a seamless day's radio as it also sent out a valuable educational message of respect and support for our marvelous language. Pure unadulterated Americana. Thanks to KPBS's recent changes, now radio Saturdays and Sundays sound disjointed and amateurish. Excuse me while I turn the dial.

You just gutted KPBS and cut loose a big chunk of your listenership. "Full Focus" is for thinkers. Gloria Penner is one of the only minds on radio. A "Way with Words" is for thinkers. Lively examination of language is pure Americana. How will you now distinguish KPBS from typical broadcast pap?

Speaking of pap, your week day programming is all over the map - disjointed, floundering. Who is at the helm over there?



Why did you hit us broadside? You should have announced the cut-backs pending success of a special fund-raising drive for these two shows. A hidden listenership would have emerged to knock your socks off. Try it now if you can. KPBS supporters, thinkers all, will bust open their checkbooks. Restore the integrity of content and format. Get these shows back.

Better think twice about cutting "These Days" if you want to preserve any shred of what public radio is about in San Diego.

Better yet, retract your decisions. Stop the ghettoization of KPBS into the zombie broadcast media mainstream, Hatchetman Myrland.

And while you're at it, quit pandering to your sponsorship and -

**PUT TEETH BACK IN THE NEWS!**

Windy Bravo

---

Park yourself in front of a world of choices in alternative vehicles.  
Visit the Yahoo! Auto Green Center.

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:47 PM  
**To:** Tom Karlo  
**Subject:** FF

Date: Fri, 03 Aug 2007 15:40:17 -0700  
Subject: These Days interview  
From: Jack Williams <jackkwilliams@earthlink.net>  
To: Doug Myrland <dmyrland@KPBS.org>  
Thread-Topic: These Days interview  
Thread-Index: AcfWH0OcgmatAkISEdy+JwAWy42jlg==  
X-ELNK-Trace:  
c91c9ae816c2771d84049bb5c851bc8a74bf435c0eb9d47883cda70a3f3dc3bed22bb011194e08049f  
X-Originating-IP: 66.215.44.155  
X-Proofpoint-Virus-Version: vendor=fsecure engine=4.65.5502:2.3.11,1.2.37,4.0.164  
definitions=2007-08-03\_06:2007-07-30,2007-08-03,2007-08-03 signatures=0  
X-Proofpoint-Spam-Details: rule=notspam policy=default score=0 spamscore=0 ipscore=0  
phishscore=0 bulkscore=0 adultscore=0 classifier=spam adjust=0 reason=mlx  
engine=3.1.0-0707300000 definitions=main-0708030073

Hello Doug from beautiful Big Bear Lake!

Listened to your These Days interview via Podcast while trudging on the treadmill at the fitness studio this morning. Very sad to see "A Way With Words" go away, one of our favorite Podcasts while traveling up and down the "hill", but fully understand the decision which you explained quite well.

May I suggest the next time a caller makes a statement that the station spent so much on the facility, they should be reminded that significant amounts of the design, installation and hardware were donated, or supplied at greatly reduced cost, as a commitment to KPBS's mission, and that the caller might consider their own contribution to maintain ongoing operations.

Best regards to all,  
Jack

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:47 PM  
**To:** Tom Karlo  
**Subject:** FF

Subject: FW: Full Focus  
Date: Fri, 3 Aug 2007 16:58:37 -0700  
Thread-Topic: Full Focus  
thread-index: AcfVLl6KOny661TZSnWzUXX8XBAKMQAIBLmAD7VENA=  
From: "Michael Marcotte" <mmarcotte@kpbs.org>  
To: "Doug Myrland" <dmyrland@kpbs.org>

---

**From:** Radio News  
**Sent:** Thursday, August 02, 2007 10:59 AM  
**To:** Michael Marcotte  
**Subject:** FW: Full Focus

---

**From:** Connie Forest [mailto:cfinlj@roadrunner.com]  
**Sent:** Thu 8/2/2007 8:49 AM  
**To:** Radio News  
**Subject:** Full Focus

I have just sent an E-mail to the Full Focus address, protesting its cancellation. It occurred to me that perhaps their E-mail address has also been canceled so I am writing again. I am very upset that you cancelled that program. It was the only program in San Diego that really talked about what is going on here. How could you do such a terrible thing? Perhaps, it needed revamping is some way to bring in a bigger audience, \_\_\_\_\_ is not my favorite) but don't cancel it. Please...

Connie Forest

Fallbrook

Member KPBS San Diego

**Tom Karlo**

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:48 PM  
**To:** Tom Karlo  
**Subject:** FF

X-YMail-OSG:

SCmHoZwVM1lZsBH9Lk9aL2zuBZ2dVBa9q37n068ZBjqNrh.uvvPrdRgpGrRCj6ssBPICF4XMd

--

From: "Jim Russell" <jim@programdoctor.com>

To: "Doug Myrland" <dmyrland@kpbs.org>

Subject:

Date: Sat, 4 Aug 2007 10:12:51 -0400

Thread-Index: AcfWoYkxIYrGGQ45Ryi9GPRcw6GP5w==

X-Proofpoint-Virus-Version: vendor=fsecure engine=4.65.5502:2.3.11,1.2.37,4.0.164  
definitions=2007-08-03\_06:2007-07-30,2007-08-03,2007-08-03 signatures=0

X-Proofpoint-Spam-Details: rule=notspam policy=default score=0 spamscore=0 ipscore=0  
phishscore=0 bulkscore=0 adultscore=0 classifier=spam adjust=0 reason=mlx  
engine=3.1.0-0707300000 definitions=main-0708040014

I am listening, on the web, to your appearance on *These Days* and found your comments interesting about not being willing to reduce the production values of the two shows you cancelled to save money. I think the audience may not realize that it is listeners/viewers themselves who are not willing to accept some kind of lower "local" standard of production. I have attached an article I wrote a year ago about this. Marcia Alvar, former head of PRPD, put it well and is quoted in the article:

"As outgoing PRPD President Marcia Alvar said recently, when it comes to producing programs, 'You don't get any credit from listeners for doing it badly.' And, regrettably, audiences do not give extra credit just because local programs serve local communities."

Keep the faith.

---

**JIM RUSSELL PRODUCTIONS**

*"The Program Doctor"*



445 Ridge Springs Drive, Chapel Hill, NC 27516-4063  
Tel: (919) 942-6950 Cell: (310) 717-4905

Email: [jim@programdoctor.com](mailto:jim@programdoctor.com) Skype: [jimborus](#)

Web: <http://www.programdoctor.com>

## **Production: A Real Risky Business**

By Jim Russell

7/23/06

**There is a real risk in producing programs, local and national – the risk of losing one's shirt!** When stations embark upon production, the stakes are high. They need to get it right. The cost of failure is steep.

The Catch 22 we're in is that stations are creating more and more local programming, spending more and more budget on it, in the belief that it is such programming that will distinguish them locally. At the same time, that relatively expensive local programming is either marginally successful or failing with audiences who clearly prefer the imported national programs. How to reconcile these two?

### More Local Programs

Public radio stations are investing more and more money creating their own local and regional and even national programming. In its paper *Local Content Creation*, the SRG said that such programming efforts go beyond satisfying local creative impulses or mission. Increasingly, said SRG, the reasons are strategic. "By producing programming that connects directly with community, the station forges critical ties with the people who listen and give to public stations." And, said SRG, stations also engage in local programming to create a competitive edge for themselves in a crowded marketplace filled with imported national syndicated product.

### Quality Issues

*But, local stations may not have the ability to produce the quality of programming that audiences will listen to.* NPR, PRI and APM and major stations like WBUR, WNYC, KQED, and others have set the bar very high. *Audiences expect all public radio to be of that quality.* There simply is no audience tolerance for a lower quality "local programming."

As outgoing PRPD President Marcia Alvar said recently, when it comes to producing programs, "You don't get any credit from listeners for doing it badly." And, regrettably, audiences do not give extra credit just because local programs serve local communities.

In his *Sense of Place* research, George Bailey noted "While our respondents generally like the idea of local coverage, the showcase programs too often fail to deliver—even on the selection of topics. Across nine markets, we kept hearing verbatims like "hit or miss" ... "mixed" ... "inconsistent" with reference to the performance of local programming." Even the biggest stations had problems. "Based on the program examples we played in the groups, we cannot say that the stations with greater resources invested in local programming tended to achieve greater consistency of performance," said Bailey. So, as David Giovannoni reminds us, "local programming suffers a double whammy – relatively high cost with relatively small public-service and financial returns."

## Measuring Success

Stations may also not have the tools or framework to measure the efficacy of their investments in program production. Unlike almost any other business in America, there are no published “norms” to compare one’s performance to (although hints may be found in ARA’s work on average “cost per listener hour” of various kinds of programming.)

## Risky Business

Bottom Line: creating new programming is truly a risky business. As the report *Having it All* on the financial health of public radio pointed out, “an *increase* in (station) programming expenses was strongly associated with a *decrease* in net revenue” throughout the public radio system. According to the report, more than half of the increased station expenses came from local production expense.

*Audience 2010* points out “Stations are now tending to commit to local showcases that are not listener-sustainable ... Yet the audience outcomes of local production are often cruel, and the economics are always brutal.”<sup>1</sup>

## The Solution

Is the answer to quit making local programs? No! It is to do so carefully and professionally, realizing that creating successful new programming is very hard. The stakes are high, getting it right is crucial. The cost of failure is steep. Here are a half dozen factors to consider:

1. Stations need to have a clearer idea of the program development and production process.
2. They need to know exactly why and for whom local programs are being created. They need to have specific goals and benchmarks of success or failure.
3. They need clear mission statements and “bibles” describing the program’s style and form, and other important program decisions that have been made. Stations need to know what their show does that nobody else does, and they need to have the ability to market that difference to their audiences.
4. They need accurate and adequate budgets.
5. They must have a reasonable amount of time to make it and really solid support of station management.
6. The risks must be appreciated: articulated and willingly accepted ahead of time.

---

<sup>1</sup> *Audience 2010*, a project of Walrus Research & AudiGraphics, Inc. for the Radio Research Consortium.

## Tom Karlo

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:48 PM  
**To:** Tom Karlo  
**Subject:** FF

>X-SCL: 2  
>From: "Gary Stigall" <garys@fox6.com>  
>To: <dmyrland@kpbs.org>  
>Date: Sat, 4 Aug 2007 17:03:50 -0700  
>Subject: AWWW and Full Focus  
>Thread-Topic: AWWW and Full Focus  
>thread-index: AQHHlvQal+PapvVPj0GWjai7JvcYLw==  
>Accept-Language: en-US  
>acceptlanguage: en-US  
>X-Proofpoint-Virus-Version: vendor=fsecure  
>engine=4.65.5502:2.3.11,1.2.37,4.0.164  
>definitions=2007-08-03\_06:2007-07-30,2007-08-03,2007-08-03  
>signatures=0  
>Priority: normal  
>X-Proofpoint-Spam-Details: rule=notspam policy=default score=0  
>spamscore=0 ipscore=0 phishscore=0 bulkscore=0 adultscore=0  
>classifier=spam adjust=0 reason=mlx engine=3.1.0-0707300000  
>definitions=main-0708040041  
>  
>Hello Doug,  
>  
>My wife and I are regular listeners of "A Way with Words" and watch  
>"Full Focus" occasionally, and know Stefanie Levine on a personal  
>basis. I know you must be getting some flak for your decisions about  
>these programs, but I think you did the right thing after careful  
>analysis. If AWWW wasn't going to be distributed by the network, then  
>it's too much swimming upstream to pitch the show yourselves. I just  
>wanted you to know how much I admire your leadership at KPBS.  
>You all do a great job there, and I say so with a yearly check.  
>  
>Take care,  
>  
>Gary Stigall  
>FOX6  
>  
>This message contains confidential information and is intended only for  
>the individual named. If you are not the named addressee you should not  
>disseminate, distribute or copy this e-mail. Please notify the sender  
>immediately by e-mail if you have received this e-mail by mistake and  
>delete this e-mail from your system. E-mail transmission cannot be  
>guaranteed to be secure or error-free as information could be  
>intercepted, corrupted, lost, destroyed, arrive late or incomplete, or  
>contain viruses. The sender therefore does not accept liability for any  
>errors or omissions in the contents of this message, which arise as a  
>result of e-mail transmission. If verification is required please  
>request a hard-copy version. Bay City Television, 8253 Ronson Road, San  
>Diego, CA 92111, www.fox6.com.com



## Tom Karlo

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:50 PM  
**To:** Tom Karlo  
**Subject:** FF

>Date: Mon, 06 Aug 2007 10:30:15 -0700

>Subject: Re: stuff

>From: Keith York <kyork@kpbs.org>

>To: Michael Marcotte <mmarcotte@kpbs.org>,

> Doug Myrland <dmyrland@kpbs.org>,

> Nancy Worlie <nworlie@kpbs.org>,

> Jeffrey Wergeles <jwergeles@kpbs.org>,

> Deanna Mackey <dmackey@kpbs.org>,

> Lena Rodriguez <lrodrigu@mail.sdsu.edu>,

> John Decker <jdecker@kpbs.org>,

> Tammy Carpowich <tcarpowich@kpbs.org>,

> Tom Karlo <tkarlo@kpbs.org>,

> Stephanie Bergsma <sbergsma@kpbs.org>,

>

>

> Robert Kanish <rkanish@kpbs.org>,

> Dixie Hansen <dhansen@kpbs.org>

>Thread-Topic: stuff

>Thread-Index: AcfYRUbHmBjDzFT8SIqQBgLeBfNd+wABiWYwAAEBtDA=

>

>As I read through the threads on Friday I thought about Wired  
>Magazine's recent issue on corporate transparency. While the public  
>participants failed to give Doug credit for offering access to the  
>company's CEO, he put it out there. Below are links to all three  
>articles that made up Wired's "Get Naked and Rule the World" issue.

>

>[http://www.wired.com/wired/archive/15.04/wired40\\_ceo.html](http://www.wired.com/wired/archive/15.04/wired40_ceo.html)

>

>[http://www.wired.com/wired/archive/15.04/wired40\\_microsoft.html](http://www.wired.com/wired/archive/15.04/wired40_microsoft.html)

>

>[http://www.wired.com/wired/archive/15.04/wired40\\_office.html](http://www.wired.com/wired/archive/15.04/wired40_office.html)

>

>

>On 8/6/07 10:14 AM, "Michael Marcotte" <mmarcotte@kpbs.org> wrote:

>

>> Doug,

>>

>> While the rest of us were left to squirm, at least you accepted full  
>> responsibility for the changes AND you made yourself accessible and  
>> accountable -- which is what we need to be about. Initially I think  
>> your tone was defensive and came off badly at first -- but I think you  
>> were quite persuasive by the end of the running engagement. This is  
>> new territory. It would be a mistake to see this sort of blogging  
>> as dangerous to our corporate image; rather, I hope we look at this  
>> as one of the first tests of our ability to engage the public in  
>> this new space and allow transparency and vulnerability even when it feels risky and  
>> too close for comfort. I'm not condoning free-for-all commentary by  
>> all staff -- in fact we're still puzzling over the editing  
>> requirements

>> -- but I encourage sincere efforts to be open and engaged --

>> because the public wants, expects and deserves those efforts.

>>

>> MM

>>

>> -----Original Message-----

>> From: Doug Myrland

>> Sent: Monday, August 06, 2007 9:21 AM

>> To: Nancy Worlie; Jeffrey Wergeles; Deanna Mackey; Lena Rodriguez;  
>> Keith York; John Decker; Tammy Carpowich; Tom Karlo; Stephanie  
>> Bergsma; Michael Marcotte; Robert Kanish;  
>> Dixie Hansen  
>> Subject: stuff  
>>  
>> I apologize to you all for being a bonehead and using our web site  
>> to post an unpleasant message. I tried to do some damage control  
>> afterward on Friday and again this morning. Read it and weep, as  
>> they say. Now I am gonna leave well enough alone. Hopefully I have  
>> learned my lesson. If you hear from staff about my post just tell  
>> them I am a bonehead and I have apologized for it. I have asked  
>> Nancy Worlie to go on City Beat blog and on Voice of San Diego and  
>> wherever else these program changes are being discussed, and get  
>> some of our messages out. I'm not gonna do it because I am not diplomatic enough.  
>> Deanna, you may want to help her. But I don't think we should  
>> "leave well enough alone" in this case. Misinformation tends to  
>> take on a life of it's own, so I want us (not me, but Deanna and  
>> Nancy) to be a bit on the defensive. Thanks for your support. Doug  
>  
>Keith York  
>Director of Programming and Productions  
>(619) 594-5715  
>  
>  
>5200 Campanile Drive  
>San Diego, CA 92182-5400  
>www.kpbs.org <<http://www.kpbs.org/>>

## Tom Karlo

---


**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:51 PM  
**To:** Tom Karlo  
**Subject:** FF

>Subject: Feedback so far.  
>Date: Wed, 22 Aug 2007 16:24:45 -0700  
>Thread-Topic: Feedback so far.  
>thread-index: AcflE5/qDePvk9xnTlKQjTHrhQDqmQ==  
>From: "Robert Kanish" <rkanish@kpbs.org>  
>To: "Doug Myrland" <dmyrland@kpbs.org>  
>  
>Hi Doug,  
>  
>Welcome back. Here is a reasonably accurate snapshot of the feedback  
>that we have received. I say "reasonably accurate" because I still  
>haven't figured out why team Approach keeps giving me an error when  
>trying to generate the report that I want so I had to count everything  
>by hand. Anyway, negative comments about the cancellation of FF are  
>outpacing positive comments about the return of NBR approximately 6:1.  
>That said, negative comments about the cancellation of AWWW are leading  
>all other feedback by a wide margin.  
>--bob  
>  
>  
>Bob Kanish  
>Audience and Member Services Supervisor  
>Office: (619) 594-0962  
>Fax: (619) 594-3812  
>KPBS Public Broadcasting  
>5200 Campanile Drive  
>San Diego, CA 92182-5400  
>www.kpbs.org  
>

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:53 PM  
**To:** Tom Karlo  
**Subject:** FF

Date: Tue, 7 Aug 2007 14:05:18 -0700  
To:   
From: Doug Myrland <dmyrland@kpbs.org>  
Subject: Re: Idea  
Cc: Keith\_York  
Bcc:  
X-Attachments:


I think you should discuss it with Keith. To facilitate that I have copied him on this email.  
Doug

Doug -

Not that you need to read another blog, but this from Carl Luna's blog is helpful, I think:

"At least keep the show on as a once a week, San Diego-in-review sort of program. They can air it Sundays amidst all the other network talking heads, when it can be DVR'd to the public's content for latter viewing."

I do agree with Carl in that I believe we need at least a weekly show that deals with local issues. It could be as simple as the

 in Conversation format where I interview a newsmaker.

It could be a pro/con discussion where I moderate two sides of a controversial issue.

As we get closer to election time, it could be our platform for candidate coverage, discussions with political consultants, analysis of political issues, trends, polls, etc.

It wouldn't be as highly produced as Full Focus, but it would give us a public affairs presence. We could take the best segments from These Days each week and replicate two or three of them on TV into a half hour show. This would cut down on much of the producing (finding the guest and research). Then when the investigative reporting is ready to be launched, we'll have an established vehicle for the reports.

I think I could do this with just one producer and a minimal studio set up. It would be a talking head show and not the highly produced program that Full Focus became. It would be affordable and it would help to fill the vacuum.

Please let me know what you think of this idea.

Director of Public Affairs

Host, Editors Roundtable

KPBS Radio and Television

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:53 PM  
**To:** Tom Karlo  
**Subject:** FF

Date: Tue, 7 Aug 2007 14:06:41 -0700  
To: Keith\_York  
From: Doug Myrland <dmyrland@kpbs.org>  
Subject: Fwd: From Peter Q Davis  
Cc:  
Bcc:  
X-Attachments:

Subject: From Peter Q Davis  
Date: Tue, 7 Aug 2007 13:13:08 -0700  
Thread-Topic: From Peter Q Davis  
thread-index: AcfZL187zD/hDXPpTbi7r4oUNOkdyQ==

From:

To: "Doug Myrland" <dmyrland@kpbs.org>

Doug -

I'm being really selective in what I send to you. But since Peter Q. is connected to the banking industry in San Diego, maybe I can get him to lead us to some money for a weekly public affairs program that could be the platform for elections. Here's his message.

**We have 4 council races , a City Attorney race and a Mayor's race coming up next year--While Sanders seems a shoe in at this time, I and others think democracy is best served when the're are competitive races for each office-And I believe democracy is also well served when their are experienced reporters , and you are the BEST--questioning the candidates--**

**Full Focus (FF) --at least back when it was 30 minutes to one subject, was the best information source available---**

**I'm not sure how decision on programing are made--It sounds like viewer polls or feed back is the deciding factor, perhaps it should be what "sponsors" want-**

**I have never understood how KPBS decides who gets to sponsor which show--Clearly they must see it as too crass--to suggest on air that a sponsorship of FF is available for \$Xxx.xx**

**I do know at a recent Bank Board meeting---Jason Hughes of Irving and Hughes told the board that the best return on their advertising dollar was from sponsorship of KPBS programs--Rather than cut expenses perhaps Doug needs to get our side the box in revenue generation efforts--**

\_\_\_\_\_  
Director of Public Affairs

Host, Editors Roundtable

KPBS Radio and Television  
✓

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:53 PM  
**To:** Tom Karlo  
**Subject:** FF

Date: Tue, 7 Aug 2007 14:11:39 -0700  
To: "Nancy Worlie" <nworlie@kpbs.org>  
From: Doug Myrland <dmyrland@kpbs.org>  
Subject: Re: The latest from Voice  
Cc: Deanna\_Mackey, Tom\_Karlo, Stephanie\_Bergsma  
Bcc: Susan\_Myrland  
X-Attachments:

Nancy: I think you and Deanna are making a mistake in letting all these assertions go unchallenged. It makes us look weak and vulnerable. Our absence encourages our detractors. Our unwillingness to engage makes it seem like we have no strong arguments. I am not going to instruct you to do so because you both are professionals and I respect your decisions, and I will live with them, just like I expect everyone else to live with mine. But I want to make it clear that my advice is to get on these blogs and get our messages across.  
Doug

Thought you'd want to see the latest from Voice of San Diego.

<http://www.voiceofsandiego.org/opinion/slop/>

I still think we should not participate in the comment dialogue. The comments to this new post were from many of the same people who posted the first time around and directly below Scott's latest commentary is the original with Doug's quotes. Nothing short of telling people we've changed our minds and decided to put FF and AWWW back on the air will make these people happy.

I am more than happy to discuss further.

Nancy Worlie

Director of Communications

Office: (619) 594-1746

Mobile: (619) 322-1402





5200 Campanile Drive

San Diego, CA 92182-5400

[www.kpbs.org](http://www.kpbs.org)

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name="image001.gif"

Content-ID: <image001.gif@01C7D8F8.D04ACAC0>

Content-Description: image001.gif

Content-Location: image001.gif

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:54 PM  
**To:** Tom Karlo  
**Subject:** FF

Date: Wed, 8 Aug 2007 12:51:08 -0700  
To: "Nancy Worlie" <nworlie@kpbs.org>  
From: Doug Myrland <dmyrland@kpbs.org>  
Subject: Re: NC Times Column  
Cc:  
Bcc:  
X-Attachments:

If you get this in the clips I would like to have it--I intend to frame it and enjoy looking at it in my retirement. Doug

I think Randy was pretty kindŠ

[http://www.nctimes.com/articles/2007/08/08/entertainment/radio/11\\_47\\_378\\_8\\_07.txt](http://www.nctimes.com/articles/2007/08/08/entertainment/radio/11_47_378_8_07.txt)

Nancy Worlie

Director of Communications

Office: (619) 594-1746

Mobile: (619) 322-1402



5200 Campanile Drive

San Diego, CA 92182-5400

[www.kpbs.org](http://www.kpbs.org)

Content-Type: image/gif;  
name="image001.gif"  
Content-ID: <image001.gif@01C7D9B8.60609260>  
Content-Description: image001.gif  
Content-Location: image001.gif

**Tom Karlo**

---

**From:** Doug Myrland  
**Sent:** Tuesday, August 28, 2007 12:54 PM  
**To:** Tom Karlo  
**Subject:** FF  
**Importance:** High

Date: Mon, 27 Aug 2007 11:08:44 -0700  
To: "Marta Dukes" <Mdukes@foundation.sdsu.edu>  
From: Doug Myrland <dmyrland@kpbs.org>  
Subject: Re: Severances  
Cc: Tom\_Karlo  
Bcc:  
X-Attachments:

Hey Marta--I think your response is appropriate. Doug

Hi Doug,

I just wanted to let you know that there were a few requests to negotiate higher severance packages from [redacted] You probably have their letters somewhere in your mail. I discussed w/Tom and Dianne and we agreed to keep the severances as they are. I mailed the attached letter to both indicating that management council made the decision not to change their severance and they accepted the package as is.

[redacted] requested an additional week to review the package and I gave until 8/29. [redacted] has also requested a higher severance package. [redacted] delivered letter on Friday, 8/24. I have your copy, I will bring it over as soon as I get there. I copied Dianne and me on [redacted] letter. I have prepared the attached response but please let me know if you would rather personally respond to:

Hope you had a good vacation.

Marta

Attachment converted: Macintosh HD:Severace Response Ga#130144.doc  
(WDBN/«IC») (00130144)  
Attachment converted: Macintosh HD:Severace Response Gr#130145.doc

8/28/2007

(WDBN/«IC») (00130145)

Attachment converted: Macintosh HD:Severace Response St#130146.doc  
(WDBN/«IC») (00130146)

## Tom Karlo

---

**From:** Tom Karlo  
**Sent:** Thursday, July 19, 2007 4:01 PM  
**To:** Doug Myrland  
**Subject:** RE: FW: Full Focus has new videographer/editor!

You are right!

Tom Karlo  
Associate General Manager  
Business, Finance & Operations  
619 594 2490  
[tkarlo@kpbs.org](mailto:tkarlo@kpbs.org)  
5200 Campanile Dr.  
San Diego, CA 92182

---

**From:** Doug Myrland  
**Sent:** Thursday, July 19, 2007 3:59 PM  
**To:** Tom Karlo  
**Subject:** Re: FW: Full Focus has new videographer/editor!

But you'll add. to the list, so it's a wash, I think. DM

position was filled. So there is one less

Tom

Tom Karlo  
Associate General Manager  
Business, Finance & Operations  
619 594 2490  
[tkarlo@kpbs.org](mailto:tkarlo@kpbs.org)  
5200 Campanile Dr.  
San Diego, CA 92182

**From:** \_\_\_\_\_  
**Sent:** Tuesday, July 10, 2007 1:27 PM  
**To:** Keith York; Michael Marcotte; Leon Messenie; Bruce Rogow; ; Erica Simpson; Full  
Focus Production; Joseph Spurr;  
Rebecca Tolin  
**Subject:** Full Focus has new videographer/editor!

Hi All,

I'm pleased to announce that Full Focus has a new videographer/editor. has  
accepted our offer. comes to us from Channel 10 where worked with Erica Simpson.

8/28/2007

first day will be Monday July 23.

*Full Focus* Executive Producer

KPBS TV  
5200 Campanile Drive  
San Diego, CA 92119

***Watch Full Focus weeknights at 6:30 & 11 pm***

## Tom Karlo

---

**From:** Tom Karlo  
**Sent:** Tuesday, July 24, 2007 10:19 AM  
**To:** Doug Myrland  
**Subject:** FW: Written summary

Do you want to take a stab at this?

Tom Karlo  
Associate General Manager  
Business, Finance & Operations  
619 594 2490  
[tkarlo@kpbs.org](mailto:tkarlo@kpbs.org)  
5200 Campanile Dr.  
San Diego, CA 92182

---

**From:** Marta Dukes  
**Sent:** Tuesday, July 24, 2007 10:15 AM  
**To:** Tom Karlo  
**Subject:** Written summary

Hi Tom,

Dianne is requesting a written summary explaining the decision to eliminate the two programs and how management determined which employees would stay and which ones would go. It would be the same information that we covered in yesterday's meeting.

Marta



## Tom Karlo

---

**From:** Tom Karlo  
**Sent:** Tuesday, July 24, 2007 2:43 PM  
**To:** Doug Myrland  
**Subject:** RE: FW: KPBS 2007 lay off severance (2).xls

I will suggest  
Tom

Tom Karlo  
Associate General Manager  
Business, Finance & Operations  
619 594 2490  
[tkarlo@kpbs.org](mailto:tkarlo@kpbs.org)  
5200 Campanile Dr.  
San Diego, CA 92182

---

**From:** Doug Myrland  
**Sent:** Tuesday, July 24, 2007 2:43 PM  
**To:** Tom Karlo  
**Subject:** Re: FW: KPBS 2007 lay off severance (2).xls

I like it--but I would like to find a reason to do a bit more for \_\_\_\_\_ because \_\_\_\_\_ has been here a long time and \_\_\_\_\_ because it isn't very much money--how about 4 weeks for the hourlys?  
Doug

I'm ok with this. At least we aren't doing 3 months.

Tom Karlo  
Associate General Manager  
Business, Finance & Operations  
619 594 2490  
[tkarlo@kpbs.org](mailto:tkarlo@kpbs.org)  
5200 Campanile Dr.  
San Diego, CA 92182

---

**From:** Marta Dukes  
**Sent:** Tuesday, July 24, 2007 2:02 PM  
**To:** Doug Myrland; Tom Karlo  
**Cc:** Dianne Lovell  
**Subject:** KPBS 2007 lay off severance (2).xls

Doug/Tom,

Attached is the proposed severance schedule. Please review and confirm your approval or advise me of your changes. Thank you.

8/28/2007

Marta

Attachment converted: Macintosh HD:KPBS 2007 lay off se#12646E.xls (XLS4/«IC»)  
(0012646E)

8/28/2007

**Tom Karlo**

---

**From:** Tom Karlo  
**Sent:** Tuesday, July 24, 2007 2:44 PM  
**To:** Marta Dukes; Doug Myrland  
**Cc:** Dianne Lovell  
**Subject:** RE: KPBS 2007 lay off severance (2).xls

Marta

Doug and I have reviewed the proposed severance schedule. This appears very fair, however we would like to do 4 weeks for the hourly employees. That would be

because has been here for years. because we pay ery little.

Tom

Tom Karlo  
Associate General Manager  
Business, Finance & Operations  
619 594 2490  
[tkarlo@kpbs.org](mailto:tkarlo@kpbs.org)  
5200 Campanile Dr.  
San Diego, CA 92182

---

**From:** Marta Dukes  
**Sent:** Tuesday, July 24, 2007 2:02 PM  
**To:** Doug Myrland; Tom Karlo  
**Cc:** Dianne Lovell  
**Subject:** KPBS 2007 lay off severance (2).xls

Doug/Tom,

Attached is the proposed severance schedule. Please review and confirm your approval or advise me of your changes. Thank you.

Marta

8/28/2007

## Tom Karlo

---

**From:** Tom Karlo  
**Sent:** Wednesday, July 25, 2007 10:53 AM  
**To:** Doug Myrland; Dianne Lovell; Marta Dukes  
**Cc:** Deanna Mackey  
**Subject:** RE: strategy

I am available from 1pm to 4pm.

Tom

Tom Karlo  
Associate General Manager  
Business, Finance & Operations  
619 594 2490  
tkarlo@kpbs.org  
5200 Campanile Dr.  
San Diego, CA 92182

-----Original Message-----

**From:** Doug Myrland  
**Sent:** Wednesday, July 25, 2007 10:05 AM  
**To:** Dianne Lovell; Marta Dukes  
**Cc:** Deanna Mackey; Tom Karlo  
**Subject:** strategy

I'd like the five of us to get together this afternoon, if possible, to discuss strategy. By then we should have a draft staff email and I would like Marta and Dianne to look at it and provide input. Also, I'd like to talk about scheduling the meetings with various personnel. For example, the more I think about it the more I think we may need to inform a day or even two early because:

1. will know the work schedules of all the Full Focus staff.
2. could schedule some Wednesday meetings with them without raising the same sort of anxiety as if one of us called a meeting.
3. The program is responsibility, and it seems polite to give a days warning.
4. We'd have an opportunity to inform her about the other job we have open and encourage to apply.

I also need to work out a way for informing and , both of whom are on leave and I don't think are even in town. So anyway, we have some stuff to talk about.

I'm available anytime this afternoon--any times work for you? Doug

## Tom Karlo

---

**From:** Tom Karlo  
**Sent:** Thursday, July 26, 2007 12:33 PM  
**To:** Marta Dukes; Doug Myrland  
**Cc:** Dianne Lovell  
**Subject:** RE: KPBS 2007 lay off severance.xls

My suggestion is to take [redacted] off the list. If [redacted] decides not to accept, then we can put [redacted] back on the list.

Tom

Tom Karlo  
Associate General Manager  
Business, Finance & Operations  
619 594 2490  
[tkarlo@kpbs.org](mailto:tkarlo@kpbs.org)  
5200 Campanile Dr.  
San Diego, CA 92182

---

**From:** Marta Dukes  
**Sent:** Thursday, July 26, 2007 11:49 AM  
**To:** Doug Myrland; Tom Karlo  
**Cc:** Dianne Lovell  
**Subject:** KPBS 2007 lay off severance.xls

Doug and Tom,

Attached is an updated spreadsheet with the revised severance schedule. I left [redacted] in the spreadsheet since [redacted] has not made a final decision on the position you are offering.

Please let me know if you have any questions.

Marta

8/28/2007

## Tom Karlo

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**From:** Tom Karlo  
**Sent:** Thursday, July 26, 2007 1:41 PM  
**To:** Marta Dukes  
**Cc:** Dianne Lovell; Doug Myrland  
**Subject:**

Marta  
Doug and I discussed and we want to take name out of the severance spreadsheet.  
Thanks  
Tom

Tom Karlo  
Associate General Manager  
Business, Finance & Operations  
619 594 2490  
[tkarlo@kpbs.org](mailto:tkarlo@kpbs.org)  
5200 Campanile Dr.  
San Diego, CA 92182

8/28/2007

## Tom Karlo

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**From:** Tom Karlo  
**Sent:** Friday, July 27, 2007 1:22 PM  
**To:** Deanna Mackey; Doug Myrland; Dianne Lovell; Marta Dukes; Nancy Worlie  
**Subject:** RE: updated staff memo

I think the memo is fine. The memo mentions EAP. I would suggest not attaching the Transitions booklet. If someone needs more than the phone number, they can contact HR.

Tom Karlo  
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**From:** Deanna Mackey  
**Sent:** Friday, July 27, 2007 11:52 AM  
**To:** Doug Myrland; Tom Karlo; Dianne Lovell; Marta Dukes; Nancy Worlie  
**Subject:** updated staff memo

Hello:

Attached is the updated staff memo which Nancy will distribute on behalf of the MC on Wednesday afternoon (Doug will let her know the appropriate time to send it).

Please give it one more read to ensure it reflects all of the information we discussed at our meeting and is complete.

Please also respond all regarding whether we want Nancy to attach the Transitions booklet that Marta emailed onto us. If we do want to include it I think I should add a line to the staff email memo referencing it.

It's pretty thorough and could be helpful but I also wonder if it doesn't introduce a lot of negativity to people's mindset.

Let me know what you think...Dianne and Marta your thoughts on the helpfulness of such a document would be useful.

Thanks,

Deanna

8/28/2007

## Tom Karlo

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**From:** Tom Karlo  
**Sent:** Monday, August 06, 2007 9:01 AM  
**To:** Leon Messenie  
**Subject:** RE: KPBS

Leon  
Thanks for your comments

Tom Karlo  
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**From:** Leon Messenie  
**Sent:** Friday, August 03, 2007 3:06 PM  
**To:** Doug Myrland; Deanna Mackey; Tom Karlo; Stephanie Bergsma  
**Subject:** KPBS

All

After 27 years at KPBS, I have lived through three or four days like this past Wednesday. I do not envy the decision that you faced as a group and ultimately as a general manager. It is not easy to tell someone they no longer have a job, especially when it is not related to job performance. I am sure you have heard many comments both for and against your decision over the last couple days. I just wanted to say that I support the decision and am glad that at least one lesson from the past has been learned. We have learned not to keep feeding money into programs that may lead into a possible debt situation with the SDSUR Foundation. For that I applauded you all. This business will always have days like Wednesday when programs are cancelled. In fact we are no different than any other business that suffers setbacks. The difference will be how fast we can bounce back and try something new and different.

Leon

Leon Messenie  
Director of Engineering &  
Information Technology  
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5200 Campanile Dr.  
San Diego, CA 92182-5400

8/28/2007





## Message Points for Audience Services

### Details

- Effective August 1, production of *Full Focus* on KPBS-TV and *A Way with Words* on KPBS 89.5 FM has been cancelled.
- Starting August 1, *Nightly Business Report* will air at 6:30 p.m. on KPBS-TV.
- Archives of AWWW will continue to air on KPBS 89.5 FM in the early Fall.
- Archives of both programs will continue to be available online at [kpbs.org](http://kpbs.org).
- The decision resulted in the elimination of 12 KPBS staff positions associated with the two programs.
- Those positions are (no names):
  - Managing Editor, *Full Focus*
  - Producers (2), *Full Focus*
  - Reporters (2), *Full Focus*
  - Director/On-line Editor
  - Scheduler
  - Chyron Operator
  - Videographer
  - Producer/Co-host, AWWW
  - Co-host, AWWW
  - Producer, AWWW
- Host \_\_\_\_\_, reporter \_\_\_\_\_, and some production and support staff will remain within the KPBS news and production divisions. *Full Focus* executive producer \_\_\_\_\_ has been reassigned to the role of senior producer for *These Days* with Tom Fudge on KPBS 89.5 FM.

### What prompted the decision?

- The new fiscal year, which began July 1, 2007, forced KPBS management to closely examine each program and project within the KPBS organization.
- It's important that we spend our financial resources wisely.
- Both activities had elements of success in the past, but trends indicate their future potential for audience and revenue growth is minimal.

### But this is public broadcasting, not commercial television. Why let ratings drive programming?

- Because we're still a public service organization, which means KPBS is in the business of serving as diverse and broad an audience as possible.
- While the content was valuable, we're not providing a valuable public service if we're only reaching a handful of viewers.
- And we also owe it to the individuals and businesses that support us financially to use those dollars in the most productive and meaningful way possible.

#### What now?

- These decisions give KPBS the opportunity to determine the kinds of local programs that best meet the needs of the entire San Diego community.
- While losing staff and canceling programs where we invested significant time and resources is difficult, in the long run, KPBS will become stronger and more focused on our core activities and content vision.

#### Full Focus

- *Full Focus* had been on the air since April
- While the staff and budget grew over the years, the program attracted a small audience.
- Producing local television programs remains a fundamental part of our mission.
- This is an opportunity to reassess and find other program offerings.
- We are committed to working with the content staff to determine what type of programming we'll invest in for the future that will have a broader impact on the local community.

#### AWWW

- *A Way with Words* began on KPBS 89.5 FM in 1998.
- KPBS made several unsuccessful attempts to receive support to make *A Way with Words* a national offering over the past few years.
- The program does attract a decent sized local audience, but it was expensive to produce and required much more unbudgeted investment to market the program nationally without outside funding.

**FY 08 Budget Readjustment  
Communications Plan**

Monday, July 30	Finalize staff letter, message points and press release
Tuesday, July 31	Meetings with AWWW (Doug)
Wednesday, August 1	Meetings with FF and production staff (Doug) Letter to Staff (Nancy will e-mail on behalf of Doug) Message Points for Audience Services (Nancy) Press Release (Nancy) Website Update (Tammy) Call Jack Beresford. Send Press Release.
Follow up	Talking to Media (Doug will speak to media. If Doug is unavailable, Nancy will handle.) Message points for media (Nancy) Draft short letter to respond to members and/or donors **October magazine? Letter from Doug? Doug's letter to be posted on website (provide opportunity for comments?) Edit September magazine (Nancy/Lani)